The Effect of Price and Delivery Timeliness on Customer Satisfaction at Tiki Agent Kebon Kacang Branch

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ABSTRACT

This research aims to investigate the influence of price and delivery timeliness on customer satisfaction in the delivery services of TIKI Kebon Kacang Branch in 2024. A quantitative research method was employed, with data collection conducted through a questionnaire survey. The sampling technique used probability sampling with an accidental random sampling approach, involving 94 respondents. Data analysis was performed using SPSS version 26. The results indicate that price does not have a significant effect on purchase satisfaction, while delivery timeliness has a positive and significant influence. Simultaneous testing reveals that both price and delivery timeliness together have a positive and significant impact on customer satisfaction.

1. INTRODUCTION

In Indonesia, the growth of the e-commerce business has increased very rapidly in recent years, and has significantly increased the consumption of people's goods through online purchases. This has an impact on increasing the need for reliable, efficient, and reliable freight forwarding services. As a supporting element of the e-commerce business, freight forwarding services open up great opportunities for shipping service industry companies to improve performance and expand their networks. With the development of e-commerce and online shop businesses, delivery service companies must be ready to compete to become the first choice of consumers. Every individual needs a safe, fast, and affordable delivery service, and can meet their needs for fast and accurate delivery of goods. Indonesia has many choices of delivery services, both known by the public and not yet famous, so that consumers can adjust the choice of delivery services to their needs and budget. Some of the popular freight forwarding services in Indonesia are PT. Pos Indonesia, TIKI, J&T, JnE, Wahana, Sicepat, Ninja, RPX, Pandu, NEX, and others. These companies are constantly innovating and improving their performance to meet the ever-increasing needs of consumers. In recent years, freight forwarding services in Indonesia have undergone quite significant changes. Delivery service companies have improved their performance and expanded their networks to meet consumer needs. In addition, these companies have also developed more efficient and accurate delivery technologies and systems. Delivery service companies can also improve performance and expand their networks to meet the increasing needs of consumers.

Delivery service companies will compete to improve the quality of their delivery services and expand the distribution network so that they can reach all existing areas, so that they can reduce the time to collect goods and reduce excess transportation costs in the process of shipping and picking up goods, so that they can provide economical shipping costs to customers in the competition for the market, one of which is such as service companies delivery of PT. Citra Van Titipan Kilat (TIKI). TIKI Shipping Services is one of the freight forwarding service companies in Indonesia, which has a fairly wide delivery network and is spread across many regions of Indonesia. With very fierce competition in the delivery service industry, TIKI is required to continue to innovate and improve the quality of its services to maintain and increase market share. As a delivery service company that serves to provide services on

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packages and documents, inside and outside the city or between provinces, TIKI must continue to introduce its products and services to customers. This can be done through various channels, such as social media, advertising, and direct promotion. To increase sales, TIKI must be able to provide optimal prices and delivery quality, so that customers feel enthusiastic about using TIKI's delivery services. In addition, TIKI is also required to consider the factor of delivery timeliness, because consumers tend to choose delivery services that can meet their needs for fast and precise delivery. In the digital era like now, many shipping companies offer attractive prices and quality delivery of goods. Therefore, TIKI delivery services are expected to continue to innovate in improving the quality of their services in order to maintain and increase market share. In choosing a delivery service, consumers tend to consider several factors, such as price, and delivery timeliness. Therefore, TIKI must continue to introduce its products and services to customers, as well as provide good prices and delivery quality to increase sales.

Picture 1. Top Brand Index Courier Services 2024

In the image above, it can be seen that in 2024 Tiki is in third position when compared to other delivery services even though there is a decline in 2023. In this position, PT. TIKI must maintain its ranking in order to stay ahead in the fierce competition between similar expedition service companies. Take a look at the table below.

Table 1. Courier Services 2024

Expedition	Service	Price		
		Jakarta-Depok	Jakarta-Bandung	Jakarta-Yogyakarta
JNE	REG	10,000 (1-2 Days)	12,000 (1-2 Days)	19,000 (1-2 Days)
TIKI	REG	9,000 (2 Days)	11,000 (2 Days)	18,000 (3 Days)
SI FAST	REG	11,500 (1-2 Days)	13,500 (1-2 Days)	20,000 (1-2 Days)
J&T	REG	9,000 (2-3 Days)	11,000 (2-3 Days)	20,000 (2-3 Days)

Based on the Table, the above shows that JNE Express delivery services are cheaper than Si Cepat services for deliveries to Depok, Bandung, and Yogyakarta. For TIKI services, JNE Express delivery is still more expensive, but in the estimated delivery time for JNE Express it only takes 1-2 days compared to TIKI, which takes up to 2 days. For J&T delivery services, the delivery price between J&T and TIKI has the same price in the delivery destination from Jakarta Depok and Jakarta Bandung but with an estimated delivery longer than TIKI which is 2-3 days, for Jakarta Yogyakarta delivery the price used by J&T is around the same but the estimated delivery is longer when compared to TIKI.

Through the observation of previous research, the researcher hopes to find out whether price factors and delivery timeliness affect customer satisfaction at TIKI Agent Kebon Kacang Branch, so that TIKI companies can allocate resources more effectively to meet customer needs. Based on the background of the problem described, the researcher is interested in conducting a study entitled "The Influence of Price and Delivery Timeliness on Customer Satisfaction at Tiki Agent Kebon Kacang Branch".

2. METHODS

This study uses a descriptive quantitative approach, which is characterized by a clear, systematic, and planned structure from the beginning to the end of the study. Using this approach, researchers can collect and analyze data accurately and objectively, so that it can provide an in-depth picture of the phenomenon being studied. In its implementation, this study utilizes various data collection methods, including surveys, interviews, and observations.

In this study, I used quantitative research methods to collect and analyze numerical data in order to test hypotheses. I also apply a descriptive approach to describe the research object and research results. My main goal is to describe existing phenomena, both natural and man-made, such as forms, activities, characteristics, changes, relationships, similarities, and differences

Population and Sample

This study uses the population of customers who use TIKI delivery services at the Kebon Kacang branch as the research subject. This population was chosen because it is one of the most active branches of TIKI and has a significant number of subscribers. To obtain a representative sample, this study uses a non-probability sampling method, especially accidental sampling. This method was chosen because it allows researchers to collect data from customers who use TIKI's delivery services at the Kebon Kacang branch in a random and unstructured manner. Using the Slovin formula, this study determined the number of samples needed, which was around 91.37 respondents of TIKI customers at the Kebon Kacang branch. However, to avoid errors in sampling, the researchers decided to round the sample number to 92 respondents. Thus, this study can ensure that the samples taken are representative and can be used to generalize the results of the study to a wider population. In addition, this study can also minimize errors in sampling and ensure that the results obtained are accurate and reliable.

Data Analysis Methods

In this study, the quantitative data analysis method is used to process and analyze the data that has been collected. To facilitate the data analysis process, this study uses the SPSS version 26.0 program as a data test instrument. In addition, this study also applies multiple linear regression analysis to test the relationship between the variables studied. Before conducting multiple regression analysis tests, this study first conducts classical assumption testing. This classical assumption test is used as a prerequisite to ensure that the data used meets the necessary conditions to perform multiple regression analysis tests. Thus, this study can ensure that the results of the analysis obtained are accurate and reliable. The classical assumption testing carried out in this study includes normality assumption testing, linearity assumption testing, independence assumption testing, and homoscedasticity assumption testing. By testing these classical assumptions, this study can ensure that the data used meet the necessary conditions to perform multiple regression analysis tests.

1. Validity Test

In this study, I conducted a validity test with item analysis, which is to correlate the score of each item with the total score. I use the criterion that the questionnaire items are considered valid if they have a correlation coefficient (r) ≥ 0.30, and are invalid if $r \leq 0.30$. If there is an item that does not qualify, then I will not research the item further. These conditions must be met if they have the following criteria:

a) If $r \geq 0.30$, then the items from the questionnaire are valid

b) If $r \leq 0.30$, then the items from the questionnaire are invalid

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2. Reliability Test

In this study, the researcher conducted a reliability test to measure the consistency of respondents' answers to the questions in the questionnaire. The researcher used the criterion that the questionnaire is considered reliable if the respondents' answers are stable and consistent over time. This reliability measurement was carried out by looking at the Cronbach Alpha value, where a > value of 0.60 indicates that the questionnaire is reliable.

3. Descriptive Analysis Test

In this study, I used a quantitative descriptive method to analyze the data. This descriptive analysis is used to describe or describe the data that has been collected, so that it can provide an overview of the object being studied. I also use tables and graphs to illustrate the movement of each of the research variables, so that it can provide a clearer and more comprehensive picture.

4. Linearity Test

The linearity test was carried out to find out whether the two variables have a linear relationship or not, in SPSS software with the data testing criteria considered linear if the P sig in the Anova table for Deviation from Linearity is more than Alpha 0.05.

5. Heteroscedacity Test

The heteroscedasticity test is used to test whether there is a residual variance inequality in the regression model. To test the existence of heteroscedasticity in the regression model, researchers used the Rank correlation coefficient test according to Spearman. This test is carried out by correlating the residual absolute value of the regression results with the available independent variables. The purpose of the Heterokedasticity test is to find out if there is a significant relationship between independent and residual variables, which can indicate the existence of heteroscedasticity. The results of the Spearman Rank correlation coefficient test were then analyzed to determine the significance of the output results. If the significance value is less than 0.05, it can be concluded that the regression model does not experience heteroscedasticity. However, if the significance value is greater than 0.05, it can be concluded that the regression model is affected by heteroscedasticity symptoms. By conducting this heteroscedasticity test, this study can ensure that the regression model used is accurate and reliable, and is not affected by heteroscedasticity that can lead to errors in the interpretation of results.

6. Correlation Coefficient Test

In this study, the author used the Pearson Product Moment partial correlation coefficient test to analyze the relationship between the variables studied. The choice of this method is based on the fact that the variables studied have an interval measurement scale, which allows the use of the Pearson Product Moment partial correlation coefficient test. The Pearson Product Moment partial correlation coefficient test is used to measure the strength and direction of the relationship between two variables, while controlling the influence of other variables. By using this method, the author can find out whether there is a significant relationship between the variables studied, and how strong the relationship is. The use of the Pearson Product Moment partial correlation coefficient test also allows authors to test research hypotheses more accurately and reliably. Thus, the author can obtain more valid research results and can be used as a reference for decision-making.

7. Simple Linear Regression Test

The simple linear regression model is a test of statistical methods by identifying the influence of one free variable (X) on one bound variable (Y). The basic concept of a simple linear regression test is to explain the cause-and-effect relationship between one or more independent variables (X) and bound variables (Y). The main purpose of regression analysis is to measure how much the influence of the independent variable on the bound variable, as well as to predict the value of the bound variable based on the value of the independent variable. In conducting regression analysis, it is very important to ensure that the free and bound variables have a functional and logical relationship. This means that there must be a strong theoretical or logical basis to support the relationship between the two variables. In addition, the observations and data collected must also be valid and reliable as a reference for

conducting regression analysis. Thus, regression analysis can help researchers to understand the relationship between the variables studied, as well as to make accurate predictions about the value of bound variables based on the values of independent variables.

8. Multiple Linear Regression Test

The multiple regression analysis method is used to test the relationship between more than one independent variable and one dependent variable. Using this method, researchers can analyze how much influence each independent variable has on the dependent variable, as well as predict the value of the dependent variable based on the value of the independent variable. The multiple regression analysis method allows researchers to test multiple hypotheses at once, such as whether the independent variables X1, X2, and X3 together affect the dependent variable Y. Thus, researchers can obtain a more comprehensive picture of the relationship between the variables studied. In addition, the multiple regression analysis method also allows researchers to identify the independent variables that have the most influence on the dependent variables, as well as to predict the values of dependent variables based on the values of independent variables. Thus, researchers can make more precise and accurate decisions based on the results of the analysis.

9. Coefficient of Determination Test

The Coefficient of Determination test is essentially used to measure how far a model is able to explain bound variables. The Coefficient of Determination (R2) is a statistical indicator that allows researchers to assess the ability of regression models to explain changes in data. In another context, the Coefficient of Determination serves as a tool to evaluate how well a regression model can predict actual values based on the available sample data.

$$Kd = r^2 x\ 100\%$$

Information:

Kd is the Coefficient of Determination

r2 is the Correlation Coefficient

The assessment criteria in the determination coefficient analysis are:

1. If Kd is detected as zero (0), then there is an independent influence on the weak dependent variable.
2. If Kd is detected one (1), then there is an independent influence on the strong dependent variable.

10. Test T

The t-test was used to test the significance of the influence of the independent variable on the bound variable. The t-test was carried out by comparing the calculated t-value with the t-value of the table at a significance level of 5% ($\alpha = 0.05$). The decision-making criterion is that if the significance value (sig) is less than 0.05, then an alternative hypothesis can be accepted. Conversely, if the significance value (sig) is greater than 0.05, then the alternative hypothesis is rejected and the null hypothesis is accepted.

11. Test F

The F test is used to assess the relationship between the independent variable and the bound variable. Will the three variables examined Price (X1), delivery timeliness (X2), affect the customer satisfaction variable (Y) simultaneously. If the results shown by the SPSS analysis on the F test value with a significance of > 0.05, H0 is accepted and H1 is rejected, but if the significance shown gives a < value of 0.05, H0 is rejected and H1 is accepted.

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3. RESULTS AND DISCUSSION

Validity and Reliability Test

Validity tests are used to determine whether a questionnaire is valid or not. The validity test was carried out to determine how strong the relationship between each statement and the total statement score for each variable studied. This study involved 94 respondents who were asked to fill out a questionnaire as part of the validity test. The validity criteria of each statement item are determined based on the comparison between the r value of the calculation and the r table. If the value of the calculated r is greater than the table's r, then the statement item is considered valid. Based on the calculation results, the r-value of the table at the significance level of 0.05 with a free degree of 92 is 0.2028. Thus, it can be concluded that all question items in this study have met the validity criteria.

The reliability test is a tool to measure a questionnaire which is an indicator of a variable. In order to evaluate the reliability of the research instrument, the Cronbach Alpha (α) statistical test was used. The decision-making criteria used are if the Cronbach Alpha value is greater than 0.60, then the research instrument is considered reliable. On the other hand, if the Cronbach Alpha value is less than 0.60, then the research instrument cannot be considered reliable.

Table 2. Reliability Table

Variable	Cronbach Alpha	Cronbach Alpha hinted at	Information
X1	0,695	0,60	*Reliable*
X2	0,681	0,60	*Reliable*
Y	0,652	0,60	*Reliable*

From the data above, it can be seen that all three variables have a cronbach alpha result that exceeds the cronbach alpha that is hinted at 0.60. Therefore, it can be concluded that the three data are declared reliable

Normality Test

The normality test aims to assess whether in the regression model studied, the perturbating or residual variable has a standard or normal distribution. Take a look at the following data:

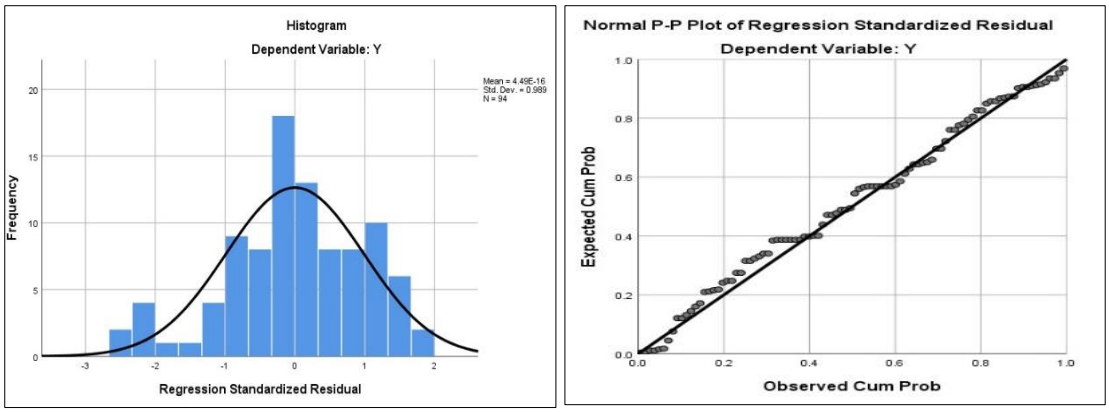
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		94
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	2.25856425
Most Extreme Differences	Absolute	.075
	Positive	.048
	Negative	-.075
Test Statistic		.075
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Picture 2. Normality Test

Based on the table above, the test results show that the significance value is 0.200, which is greater than the significance level of 0.05. Thus, the authors conclude that the tested data have met the assumption of normality



Picture 3. Histogram Normality Test

Based on the histogram graph presented, it can be seen that the distribution of data forms a symmetrical bell curve, not too skewed to the left or right. This shows that the data has met the assumption of normality. This shows that the data has met the assumption of normality. These results are also supported by P-Plot analysis, which shows a similar pattern of data distribution. In the P-Plot graph, it can be seen that the data points follow the diagonal line well, which shows that the data is normally distributed, as shown in the following figure.

Linear Test

Table 3. Anova

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X1	Between Groups	(Combined)	96.800	15	6.453	1.197	.292
		Linearity	9.952	1	9.952	1.845	.178
		Deviation from Linearity	86.848	14	6.203	1.150	.330
	Within Groups		420.657	78	5.393		
	Total		517.457	93			

From the table above, it can be seen that the value of Fcal<Ftabel is 1,150<1,850 and the Significance >Alpha value is 0.330>0.05, so there is a linear relationship between price and customer satisfaction.

Table 4. Anova

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Y * X2	Between Groups	(Combined)	130.610	14	9.329	1.905	.038
		Linearity	42.792	1	42.792	8.739	.004
		Deviation from Linearity	87.818	13	6.755	1.380	.188
	Within Groups		386.847	79	4.897		
	Total		517.457	93			

From the table above, it can be seen that the value of Fcal <F is 1,380<1,850 and the Significance >Alpha value is 0.188>0.05, so there is a linear relationship between punctuality and customer satisfaction.

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Multicollinearity and Heterokedaness Test

The multicolonarity test is a testing model that aims to assess whether the regression model has a correlation between independent variables. If the tolerance value > 0.10, identify that multicollinearity does not occur. If the Variance Influence Factor (VIF) value < 10, it indicates that there is no multicollinearity.

Table 4. Coefficients

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta		Tolerance		VIF
1 (Constant)	9.843	2.198		4.479	.000		
X1	.016	.072	.025	.224	.823	.831	1.203
X2	.221	.088	.277	2.520	.013	.831	1.203

a. Dependent Variable: Y

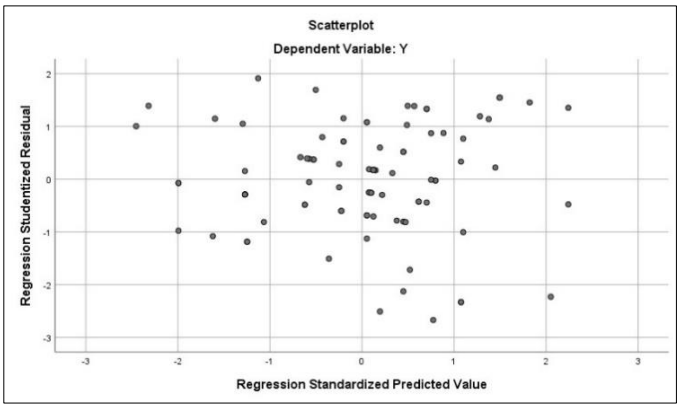
It can be seen from the data table above, the conclusions obtained, The results of the analysis show that the tolerance value exceeds the set limit of 0.10, and the Variance Inflation Factor (VIF) value for all independent variables is below the set threshold of 10. Thus, it can be concluded that the data in this study is free from the problem of multicoloniality, so that regression analysis can be carried out with accurate results. According to (Ghozali, 2018, 137), the heteroscedasticity test aims to test whether in the regression model there is an unevenness in variance from the residual of one observation to another. If the residual plot does not show a specific pattern and the residual points are randomly scattered above and below the horizontal line 0, then it can be concluded that there is no heteroskepestivity in the dependent variables. To test the existence of heteroscedasticity, the Spearman Rank correlation test is used, which measures the correlation between the residual absolute value of the regression result and each independent variable. If the significance value of the Spearman Rank correlation test is greater than 0.05, then it can be concluded that the regression model does not experience heteroscedasticity problems.

Table 4. Coefficients

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta		Tolerance		VIF
1 (Constant)	9.843	2.198		4.479	.000		
X1	.016	.072	.025	.224	.823	.831	1.203
X2	.221	.088	.277	2.520	.013	.831	1.203

a. Dependent Variable: Y

Based on the results of the heterokedaness table above, it can be seen that the recorded Significance value is greater than the determination value, which is 0.05. Therefore, the data in this study is said to not experience Heterokedaness problems.



Picture 3. Regression

Based on the scatterplot chart image above, it can be seen that the existing points are scattered randomly, both above and below the zero number on the Y axis and do not form a specific clear pattern. Therefore the regression model is said to not experience heteroscedasticity

Multiple Linear Regression Analysis Test

Table 5. Regression Coefficients

Coefficients

Type a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	9.843	2.198		4.479	.000		
	X1	.016	.072	.025	.224	.823	.831	1.203
	X2	.221	.088	.277	2.520	.013	.831	1.203

a. Dependent Variable: Y

Y = A+ B1. X1+ B2. X2

Y=9.843+ 0.016+0.221

The value of a of 9.843 is a constant or state when the variable of customer satisfaction has not been affected by other variables, namely the price variable (X1) and punctuality (X2). If the independent variable does not exist, the customer satisfaction variable does not change. B1 (regression coefficient x1 value) of 0.016, indicating that the price variable has a positive influence on customer satisfaction which means that every 1 unit increase in the price variable will affect customer satisfaction by 0.016, assuming that other variables are not examined in this study. B2 (regression coefficient x2 value) of 0.221, shows that the punctuality variable has a positive influence on customer satisfaction which means that every increase of 1 unit of punctuality variable will affect customer satisfaction by 0.221, assuming that other variables are not examined in this study.

Test T

Table 5. Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.843	2.198		4.479	.000
	X1	.016	.072	.025	.224	.823
	X2	.221	.088	.277	2.520	.013

a. Dependent Variable: Y

The results of the analysis show that price does not have a significant effect on customer satisfaction. Based on the results of hypothesis testing, H0 was accepted and H1 was rejected because the t-count value was smaller than the t-table and the significance value exceeded 0.05. The results of the analysis show that the punctuality of delivery has a significant and positive effect on customer satisfaction. Based on the results of hypothesis testing, H0 was rejected and H2 was accepted because the t-count value was greater than the t-table and the significance value was less than 0.05.

Test F

Table 5. Multiple Linear Regression Analysis

ANOVA

Type **a**		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	43.054	2	21.527	4.129	.019b
	Residual	474.403	91	5.213		

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	Total	517.457	93			

a. Dependent Variable: Y
b. Predictors: (Constant), X2, X1

The results of the analysis show that the price and timeliness of delivery at TIKI Kebon Kacang branch have a significant and positive influence on customer satisfaction. Based on the test results, the calculated F value of 4.129 exceeded the table F value of 3.10, and the significance value of 0.019 was lower than the threshold of 0.05. Thus, it can be concluded that the null hypothesis (Ho) is rejected and the alternative hypothesis (H3) is accepted, which indicates a significant influence between price and delivery timeliness on customer satisfaction.

Determination Coefficient Test (R^2)

Table 6. Multiple Linear Regression Summary

Model Summary

Type **b**	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.288a	.083	.063	2.283	1.586

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Based on the results of the determination coefficient analysis, the R Square (R^2) value of 0.83 shows that the price variable and delivery timeliness can explain about 83% of the variance of customer satisfaction. The remaining 17% showed that there were other factors that affected customer satisfaction, but were not investigated in this study.

4. CONCLUSION

The price factor does not have a positive and significant influence on customer satisfaction. This shows that the price competition between lastmile delivery companies is already so fierce, and the price lists in each delivery company are so transparent that customers can already estimate exactly how much it will cost them to send a package from one place to another. For example, the data presented on page 2 of this study shows that the price difference between JNE Express Si Cepat and J&T, Jakarta-Bandung, Jakarta-Depok, and Jakarta-Yogyakarta is not so significant in the range of Rp.1,000-2,000.

The punctuality factor of delivery has a positive and significant influence on customer satisfaction. This shows that consumers are highly concerned about consistent delivery lead times and the certainty of the arrival time of the packages they send. This punctuality factor has a significant impact on customers' decisions in choosing an express delivery company, and greatly determines their loyalty to use the company's services. This is further strengthened by the results of the study that price and delivery timeliness together and simultaneously have a positive and significant influence on customer satisfaction on TIKI Kebon Kacang branch delivery services.

Therefore, the advice that can be conveyed to TIKI Kebon Kacang branch is that to be able to maintain the loyalty of existing customers, and become an attraction for new customers, the company continues to consistently pay attention to and maintain this punctuality factor. In addition, to increase the company's competitiveness, TIKI Kebon Kacang branch also needs to pay attention to other factors, such as the good communication ability of customer service staff to provide information quickly and accurately to customers, ease of tracking shipments, and convenience factors, as well as flexibility in service are the distinguishing factors between TIKI products from its competitors.

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