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The Impact Of Service Quality And Timeliness On Customer Loyalty In The Goods Delivery Service At J&T Express Sawahan Branch – Surabaya

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Abstract

This study investigates the impact of service quality and timeliness on customer loyalty in the context of J&T Express services in Surabaya. Employing a quantitative approach and survey method, data were collected from 96 respondents through electronically distributed questionnaires. The analysis included validity and reliability tests, linear regression analysis, and hypothesis testing using t-tests and F-tests. The findings indicate a significant positive influence of service quality and timeliness on customer loyalty. Specifically, service quality was found to play a crucial role in enhancing customer satisfaction, which in turn fosters loyalty. Additionally, the research underscores the need for J&T Express to improve service responsiveness and delivery accuracy to retain existing customers and attract new ones. This study contributes to understanding consumer behaviour in the logistics industry and provides actionable insights for improving service quality in similar service organisations.

Keywords: Service Quality, Timeliness, Customer Loyalty

INTRODUCTION

The advancement of science and technology in the 5.0 era has significantly impacted various aspects of life, including the economy. One of the most notable changes is the increase in internet usage in Indonesia, which has implications for shifting consumer shopping patterns towards online business (Nasruloh et al., 2023). With the proliferation

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of e-commerce platforms such as Tokopedia, Shopee, Lazada, and Blibli, small and medium enterprises (UMKM) have gained opportunities to expand their sales networks. This not only benefits business actors but also creates new challenges in logistics and goods delivery.

In this context, the goods delivery industry in Indonesia has experienced rapid growth. Delivery services have become one of the main supporting sectors of e-commerce, responsible for ensuring that goods reach consumers promptly and safely (Nurachmah, 2022). Among various service providers, J&T Express has emerged as a key player, competing with companies such as JNE, Tiki, Pos Indonesia, and DHL (Niswah et al., 2021). To remain relevant and win the competition, these companies must continuously innovate and enhance their service quality. The following evidence of competition can be observed in the top brands in Indonesia:

Table 1. Top Brands Indonesia 2024

Brand Image	TBI
J&T Express	50,90%
JNE Express	11,50%
TIKI	10,20%
Pos Indonesia	9,40%
DHL	4,10%

Source: Top Brand Award, 2024 (www.topbrand-award.com)

According to data from the Top Brand Award 2024, J&T Express ranks first in the courier service category in Indonesia, with an index of 50.90%, significantly up from 33.30% the previous year. This indicates that J&T Express has successfully captured customer attention and gained their trust in a relatively short period. However, despite this ranking reflecting success, challenges remain, particularly concerning timeliness and responsiveness to customer complaints.

Service quality and timeliness are two factors that significantly influence customer loyalty. According to (Surti & Anggraeni, 2020), good service quality can build trust and customer satisfaction, encouraging them to return to use the same services in the future. Timeliness, on the other hand, is a crucial element in goods delivery services, where customers expect their items to arrive as promised (Andi, 2023). However, in some cases,

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J&T Express still faces challenges in meeting customer expectations regarding delivery timeliness.

The phenomenon of delayed deliveries and lack of responsiveness to customer complaints can hinder the development of customer loyalty. Many customers report negative experiences when using J&T Express delivery services, leading to hesitation in using the service again. Therefore, it is essential to conduct further research on the influence of service quality and timeliness on customer loyalty at the J&T Express Sawahan branch in Surabaya.

In this study, the authors aim to explore the relationship between service quality, timeliness, and customer loyalty. By understanding the factors that influence customer loyalty, it is hoped that J&T Express can enhance its services, retain existing customers, and attract new ones. This research is also expected to contribute to the development of more effective marketing strategies in the goods delivery industry.

LITERATURE REVIEW

Service Quality

Service quality is a critical factor in maintaining customer loyalty. According to (Tambajong et al., 2023), service quality refers to efforts made to meet customer needs and expectations, including timeliness in service delivery. In the context of J&T Express, service quality encompasses various aspects, such as delivery speed, reliability, and the attitude of employees providing the service.

In the goods delivery industry, service quality can be measured through several indicators according to (Tjiptono & Chandra, 2016) :

1. Physical Evidence (Tangibles): concerning the appeal of physical facilities, equipment, and materials used by the company, as well as employee appearance.
2. Reliability: related to the company's ability to provide accurate services from the outset, delivering services as agreed upon.
3. Responsiveness: regarding the willingness and ability of employees to assist customers and respond to their requests, as well as informing them when services will be provided and then delivering services promptly.
4. Assurance: the behaviour of employees capable of fostering customer trust in the company and creating a sense of security for customers. Assurance also means that employees are always polite and possess the knowledge and skills required to address any customer inquiries or issues.

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5. Empathy: indicating that the company understands its customers' issues and acts in their best interests, providing personal attention to customers and maintaining convenient operating hours.

Timeleness

Timely delivery is crucial, as the prompt delivery of ordered products is an important factor in enhancing customer satisfaction. Timeliness refers to the time from when a customer orders a product until it arrives. Estimated arrival and delivery times often serve as benchmarks for customers in assessing a delivery service (Berliana et al., 2020). Customers expect accurate information regarding when their goods will arrive. J&T Express employs a tracking system that allows customers to monitor the delivery status in real-time. According to a survey conducted by (Siburian & Kartika, 2021), 80% of customers express satisfaction with the accuracy of delivery time estimates provided by J&T Express.

Timeliness of delivery is one of the primary indicators in assessing the quality of delivery services (Aminah et al., 2017) identified three indicators of delivery timeliness:

1. Transportation Used: the vehicle employed by the sender to deliver goods ordered by customers to the recipient. Types of vehicles used in the delivery process play a crucial role in determining whether deliveries can be made on time.
2. Estimated Time of Arrival: the predicted time required for the delivery of goods, considering potential delays.
3. Distance Covered: the total length of the route from the sender to the recipient.

Customer Loyalty

Customer loyalty is a vital aspect of the business world, reflecting customers' commitment to a brand, product, or service. According to (Tjiptono, 2022), customer loyalty is the commitment of customers to a brand, store, or supplier, reflected in consistent repurchase behaviour. This indicates that loyalty is not merely about purchasing but also about the emotional connection formed between customers and the company.

In the context of J&T Express, understanding customer loyalty is crucial given the intense competition within the goods delivery industry (Kotler & Keller, 2016) explain that customer loyalty is "a deep commitment to repurchase or continue using the desired product or service in the future, despite situational influences and marketing efforts that could lead to switching behaviour." This suggests that customer loyalty is influenced not

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only by product quality but also by the overall experience customers receive. In this regard, service quality and delivery timeliness are critical factors that can affect J&T Express customer loyalty.
According to (Kotler & Keller, 2006) indicators of customer loyalty include:

1. Repeat Purchase: indicating satisfaction with the service provided.
2. Retention: demonstrating resistance to negative influences regarding the company, indicating that customers continue to use the service despite competitor offers.
3. Referrals: referring to the total existence of the company, which serves as an important indicator because customers recommending J&T Express to others show high satisfaction levels.

Framework

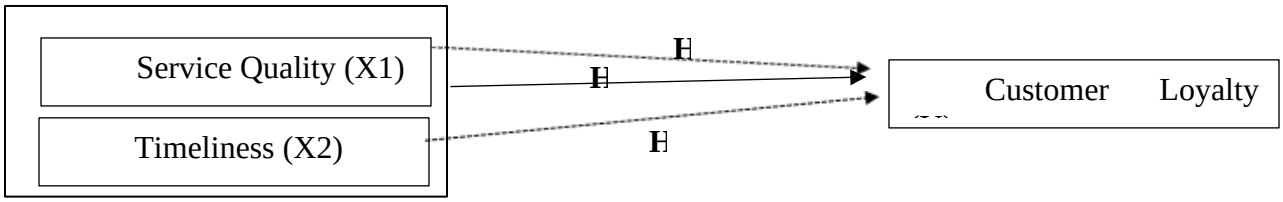


Figure 1. Research Framework

Description:

: the influence of variables X1 and X2 on Y partially

: the influence of variables X1 and X2 on Y simultaneously

Hypotheses

A hypothesis is a temporary statement aimed at explaining the relationship between two or more variables in research, which is then tested through data analysis to verify its accuracy. The hypotheses in this study are as follows:
H1: It is hypothesised that there is a significant influence of the variable "Service Quality" on customer loyalty in the goods delivery service at J&T Express Sawahan – Surabaya.
H2: It is hypothesised that there is a significant influence of the variable "Timeliness" on customer loyalty in the goods delivery service at J&T Express Sawahan – Surabaya.
H3: It is hypothesised that there is a significant simultaneous influence of the variables "Service Quality" and "Timeliness" on customer loyalty in the goods delivery service at J&T Express Sawahan – Surabaya.

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RESEARCH METHODOLOGY

Type of Research

This study employs a quantitative method with a survey approach. This approach was chosen to measure the influence of service quality and timeliness on customer loyalty in the goods delivery service at J&T Express Sawahan – Surabaya.

Location

The research location is the object of study situated in the research area. This study was conducted in the city of Surabaya, specifically at the J&T Express Sawahan branch located at Jl. Banyu Urip No.157, Banyu Urip, Sawahan District, Surabaya City, East Java 60254.

Population

The population in this study comprises customers who have used the delivery service at J&T Express. The sampling technique employed in this study is Probability Sampling with a simple random sampling method. Simple random sampling involves selecting sample members from the population randomly without regard to the existing strata within the population. The sample size for an unknown population can be calculated using the Cochran formula as follows:

$$n = \frac{z^2 pq}{e^2}$$

Description:

n : Required sample size
z : Confidence level 5% = 1.96
e : Sampling error (10%)
p : Probability of success (0.5)
q : Probability of failure (0.5)

Using the formula mentioned above, the subsequent calculations yield:

$$n = \frac{z^2 pq}{e^2}$$

$$n = \frac{(1{,}96)^2(0{,}5)(0{,}5)}{(0{,}10)^2}$$

$$n = 96.04 = 96$$

Based on the Cochran formula, the result indicates that the sample size for this study is 96.04 respondents.

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Data Sources and Data Collection Techniques

The data source used in this study is primary data, as the researcher collects the necessary data directly from the research materials through questionnaires distributed. The data collection technique in this study involves using questionnaires, which is a method of gathering data by providing a set of written questions for respondents to answer electronically via Google Forms.

Data Analysis Techniques

The data analysis techniques employed in this research include instrument testing, which consists of validity and reliability tests, multiple linear regression analysis, classical assumption testing comprising normality tests, multicollinearity tests, heteroscedasticity tests, and finally, hypothesis testing involving F-tests, t-tests, and coefficient of determination tests.

RESULTS AND DISCUSSION

Validity Test

Table 2. Validity Test Results

Variable	Question Item	r count	r table	Description
Service Quality (X_1)	X1.1	1,000	0,1689	Valid
	X1.2	0,602	0,1689	Valid
	X1.3	0,640	0,1689	Valid
	X1.4	0,673	0,1689	Valid
	X1.5	0,489	0,1689	Valid
Timeliness (X_2)	X2.1	0,543	0,1689	Valid
	X2.2	0,621	0,1689	Valid
	X2.3	0,539	0,1689	Valid
Customer Loyalty (Y)	Y1.1	0,605	0,1689	Valid
	Y1.2	0,601	0,1689	Valid
	Y1.3	0,542	0,1689	Valid

Source: SPSS Output Data (processed by researchers)

The validity test in this study is used to measure the validity of a questionnaire with a total score at a significance level of 5% and a sample size of 96 respondents. The validity test results based on the table above indicate that the r count value obtained from

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each indicator statement variable is greater than the r table value of 0.1689, thus all items are deemed valid.

In assessing reliability, the instrument used to measure reliability is Cronbach's Alpha, with a threshold value set at 0.6 by researchers. The reliability test results are as follows:

Reliability Test

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	Standard	Description
Service Quality (X_1)	**0,866**	**0,60**	**Reliable**
Timeleness (X_2)	**0,772**	**0,60**	**Reliable**
Customer Loyalty (Y)	**0,775**	**0,60**	**Reliable**

Source: SPSS Output Data (processed by researchers)

The reliability test results in the table above indicate that all variables have a Cronbach's Alpha correlation value greater than 0.60. Based on this, it can be concluded that all variables are reliable.

Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters[a,b]	Mean	.6875000
	Std. Deviation	3.09354238
Most Extreme Differences	Absolute	.079
	Positive	.079
	Negative	-.048
Test Statistic		.079
Asymp. Sig. (2-tailed)		.171[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Figure 1. Kolmogorov Smirnov Test
Source: SPSS Output Data (processed by researchers)

Based on the figure above, supported by the normality test results with the Kolmogorov-Smirnov test, the significance values are greater than 0.05. As indicated in

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the previous table, the significance value of 0.171 is greater than 0.05, allowing for the conclusion that the data related to the three tested variables are normally distributed.

Heteroscedasticity Test

The following presents the results of heteroscedasticity using a Scatterplot as illustrated in the following figure:

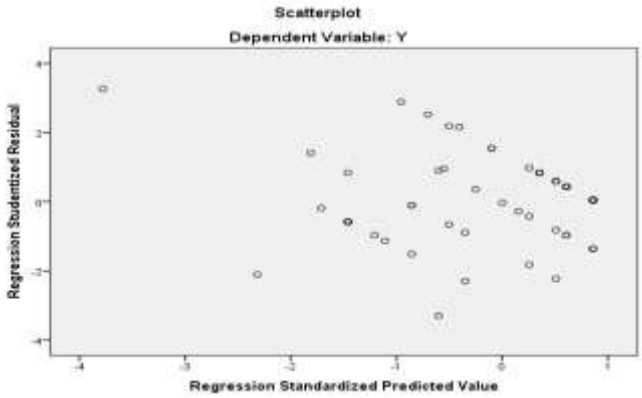


Figure 2. Scatterplot Test
Source: SPSS Output Data (processed by researchers)

Based on the scatterplot above, the points are randomly distributed both above and below the zero mark on the Y-axis, indicating that there are no issues with heteroscedasticity in the regression model, making the regression model suitable for predicting customer loyalty through the independent variables of Service Quality (X1) and Timeliness (X2).

Multicollinearity Test

Table 5. Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	KUALITAS PELAYANAN	.327	3.059
	KETEPATAN WAKTU	.327	3.059

a. Dependent Variable: LOYALITAS PELANGGAN

Source: SPSS Output Data (processed by researchers)

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Based on the table above, the results are as follows:

1. The VIF value for the Service Quality variable (X1) is 3.059 < 10, with a Tolerance value of 0.327 > 0.10, indicating that the independent variable Service Quality (X1) does not exhibit multicollinearity symptoms.
2. The VIF value for the Timeliness variable (X2) is 3.059 < 10, with a Tolerance value of 0.327 > 0.10, indicating that the independent variable Timeliness (X2) does not exhibit multicollinearity symptoms.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.170	.797		2.722	.008
	KUALITAS PELAYANAN	.279	.058	.469	4.774	.000
	KETEPATAN WAKTU	.389	.093	.411	4.185	.000

a. Dependent Variable: LOYALITAS PELANGGAN

Source: SPSS Output Data (processed by researchers)

Based on the results of the multiple linear regression analysis in the table above, the regression model is obtained as follows:

Y = 2.170 + 0.279X1 + 0.389X2

1. The constant value obtained is 2.170, which can be interpreted that if the independent variables are valued at 0 (constant), then the dependent variable is 2.170.
2. The regression coefficient value for the Service Quality variable (X1) is positive at 0.279, meaning that an increase in the Service Quality variable (X1) will also lead to an increase in the Customer Loyalty variable (Y), and vice versa.
3. The regression coefficient value for the Timeliness variable (X2) is positive at 0.389, indicating that an increase in the Timeliness variable (X2) will also lead to an increase in the Customer Loyalty variable (Y), and vice versa.

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F-Test

Table 7. F-Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	115.795	2	57.898	111.797	.000[b]
	Residual	48.163	93	.518		
	Total	163.958	95			

a. Dependent Variable: LOYALITAS PELANGGAN

b. Predictors: (Constant), KETEPATAN WAKTU, KUALITAS PELAYANAN

Source: SPSS Output Data (processed by researchers)

The F-test results indicate an F calculated value of 111.797. Meanwhile, the F table value for nk-1 = 96-2-1 + 93 is 3.094. Thus, the calculated F value of 111.797 is greater than the F table value of 3.094, and the Sig. value of 0.000 is less than 0.05, leading to the acceptance of the alternative hypothesis (Ha) and the rejection of the null hypothesis (H0). Therefore, it can be concluded that the variables of Service Quality (X1) and Timeliness (X2) simultaneously have a significant positive effect on Customer Loyalty in the goods delivery service at J&T Express Sawahan – Surabaya (Y).

T-Test

Table 8. T-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.170	.797		2.722	.008
	KUALITAS PELAYANAN	.279	.058	.469	4.774	.000
	KETEPATAN WAKTU	.389	.093	.411	4.185	.000

a. Dependent Variable: LOYALITAS PELANGGAN

Source: SPSS Output Data (processed by researchers)

Based on the results of the t-test presented in the table above, the following information is obtained:

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1. In the t-test table above, the calculated t value for Service Quality (X1) is 4.774, and for Timeliness (X2) it is 4.185. Meanwhile, the t table value has df 96 with a significance level of 0.05, yielding a t table value of 1.660.
2. Therefore, the calculated t value for the Service Quality variable (X1) of 4.774 > the t table value of 1.660 and the Sig. level of 0.000 < 0.05, leading to the rejection of H0 and the acceptance of Ha, indicating that the Service Quality variable (X1) has a positive and significant effect on customer loyalty in the goods delivery service at J&T Express Sawahan – Surabaya (Y).
3. Consequently, the calculated t value for the Timeliness variable (X2) of 4.185 > the t table value of 1.660 and the Sig. level of 0.000 < 0.05, leading to the rejection of H0 and the acceptance of Ha, indicating that the Timeliness variable (X2) has a positive and significant effect on customer loyalty in the goods delivery service at J&T Express Sawahan – Surabaya (Y).

CONCLUSION

This study highlights that service quality and timely delivery significantly influence customer loyalty at J&T Express in Surabaya. The analysis confirms that high service quality—characterised by reliability, responsiveness, and assurance—facilitates customer satisfaction, leading to increased loyalty. Furthermore, delivery timeliness plays a crucial role, as customers often prioritise timely service in their overall assessment of logistics providers. To enhance customer retention and loyalty, it is essential for J&T Express to focus on improving these areas. Implementing targeted strategies based on study findings will not only enhance the customer experience but also strengthen J&T Express's position in the competitive logistics market. Future research could explore the long-term effects of service quality on customer retention and potential influencing factors such as pricing and promotions in the logistics sector.

SUGESSTIONS

1. Enhancing Service Quality: It is vital for J&T Express to continuously improve its service quality. This can be achieved through regular training programmes for staff, focusing on customer service skills and problem-solving abilities. By ensuring that employees are well-equipped to handle customer inquiries and issues, the company can cultivate a more positive customer experience that directly impacts customer loyalty.

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2. Ensuring Timeliness: Timely delivery is a crucial factor influencing customer satisfaction. J&T Express should focus on optimising logistics and delivery routes to ensure packages arrive on time. Investing in technology that tracks deliveries in real-time can also help manage customer expectations regarding delivery times, which may enhance overall satisfaction and loyalty.
3. Collecting and Analysing Customer Feedback: Establishing a systematic method for collecting customer feedback after service interactions can provide valuable insights into areas needing improvement. This feedback should be analysed and acted upon to address recurring issues, ensuring that customers feel heard and valued.
4. Leveraging Technology for Better Customer Engagement: The use of customer relationship management (CRM) systems can assist the company in personalising communication with its customers. Sending reminders, updates, and offers based on individual customer profiles can enhance engagement and strengthen emotional ties, leading to increased loyalty.

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