

## Online Order Delivery On Customer Satisfaction

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### Abstract

*The research aims to overcome the gap between expectations and the reality of the service perceived by online delivery order customers, operational performance and service quality on customer satisfaction at shipping companies. The research sample is 120 customer respondents from import shipping companies in Jakarta. Data collection techniques using a questionnaire. The data analysis method used is path analysis. The results of online order delivery research adopting e-service and the web have succeeded in influencing service quality. E-service improves service quality, meaning that it has an effect on improving service quality on customer satisfaction. Service quality is able to function as a mediator to deliver online orders to customer satisfaction. Online order delivery is implemented to increase customer satisfaction so that service quality as an intervening variable is proven to function to strengthen the effect of online delivery orders on customer satisfaction. Service quality is able to function as a mediator or mediate the indirect effect of operational performance on customer satisfaction.*

**Keywords:** *Online Order Delivery, Operational Performance, Service Quality, Customer Satisfaction*

### Abstrak

Penelitian ini bertujuan untuk mengatasi kesenjangan antara harapan dan kenyataan pelayanan yang dirasakan oleh pelanggan delivery order online, kinerja operasional dan kualitas pelayanan terhadap kepuasan pelanggan pada perusahaan pelayaran. Sampel penelitian adalah 120 responden pelanggan dari perusahaan pelayaran impor di Jakarta. Teknik pengumpulan data menggunakan kuesioner. Metode analisis data yang digunakan adalah analisis jalur. Hasil penelitian pengiriman pesanan secara online yang mengadopsi e-service dan web berhasil mempengaruhi kualitas pelayanan. E-service meningkatkan kualitas layanan, artinya berpengaruh pada peningkatan kualitas layanan terhadap kepuasan pelanggan. Kualitas layanan mampu berfungsi sebagai mediator untuk

mengantarkan pesanan online untuk kepuasan pelanggan. Pengiriman pesanan secara online diterapkan untuk meningkatkan kepuasan pelanggan sehingga kualitas layanan sebagai variabel intervening terbukti berfungsi untuk memperkuat pengaruh pesanan pengiriman secara online terhadap kepuasan pelanggan. Kualitas layanan mampu berfungsi sebagai mediator atau memediasi pengaruh tidak langsung kinerja operasional terhadap kepuasan pelanggan.

**Kata Kunci :** *Pengiriman Pesanan Secara Online, Kinerja Operasional, Kualitas Pelayanan, Kepuasan Pelanggan*

## **Introduction**

Transportation helps human life and supports the movement of goods such as logistics. Transportation supports export and import activities from one country to another. Sea transportation has a logistics movement role to distribute product goods (Maemunah, 2022). National logistics performance, improving the investment climate and increasing economic competitiveness. The Republic of Indonesia issued Presidential Instruction (Inpres) number 5 of 2020 concerning the arrangement of the national logistics ecosystem (National Logistic Ecosystem/NLE). The government and private sector National Logistics Ecosystem Structuring Action Plan for 2020-2024 will be implemented online (Ulum et al 2018).

Foreign shipping companies in Indonesia are PT. XYZ is engaged in shipping and receiving services. The company provides the best service to customers (Ardianto et al., 2014). The company fulfills customer expectations, namely customer satisfaction. Companies will continue to look for new ways to innovate in order to survive and compete (Maemunah & Susanto, 2020; Maemunah, 2021). Customer satisfaction is the company's goal by taking advantage of technological advances and digitization of the import system. The company made changes from manual delivery orders to an online process so that it makes it easier for customers in the process of issuing delivery orders.

The problem with online orders is that there is positive feedback from customers, but not a few customers also give negative feedback. Customer complaints related to ship delays, damage or loss of goods during the shipping process (Maemunah, 2020). The company is serious about solving the problem of negative feedback from customers. Negative feedback affects and has an impact on the smooth running of the company. Complaints against customer service in providing responses not in accordance with the intent or request of the customer (Fai et al., 2015). Submission of customer complaints via the telephone line is constrained by overloaded or busy telephone lines. Customers have to wait a long time. Problems affecting customer satisfaction (Maemunah, 2019; Maemunah et

al., 2022).

Previous research related to the issuance of delivery orders in container retrieval (Ginting & Siska, 2021). The second research is online food delivery services from an application perspective (Ramesh et al., 2022). This study describes the direct and indirect effects of online order delivery, operational performance, service quality on customer satisfaction at shipping companies.

### **Research Method**

Research using quantitative methods. Research uses primary data. The survey data explains the picture based on the perception of the respondent's response. Questionnaire instrument in the form of a Likert scale. The Likert scale according to Cooper & Schindler (2017: 327) is a statement that expresses either a supportive or unsupportive attitude towards an object. Each response will be given a numerical score to indicate the level of attitude support and the score may be summed to measure the attitude of the whole participant.

Methods of collecting data and information by conducting a direct review of the company. The researcher directly observed the object to be examined by the researcher. This data is primary data. Direct observation researcher at PT. XYZ through observing and recording the facts found.

Respondents are customers who use the services of PT. XYZ. The research used an online questionnaire, namely Google Forms." Respondents in this study amounted to 120 respondents. The data analysis method used is path analysis.

### **Results And Discussion**

Validity test declared valid all. Where  $r$  count is greater than  $r$  table, it is concluded that all statement items on the questionnaire are valid. The reliability test is that all variables have a Cronbach's alpha value  $\geq 0.600$ . The reliability test concluded that all variables, namely the implementation of delivery orders, were 0.830. Operational performance is 0.824. Quality of service is 0.856. Customer satisfaction is 0.871. This research shows that it is reliable and can be used for further testing.

The results of online order delivery research adopting e-service and the web have succeeded in influencing service quality. E-service improves service quality (Arianto, 2020), meaning that it has an effect on improving service quality on customer satisfaction. Service quality is able to function as a mediator to deliver online orders to customer satisfaction. Online order delivery is implemented to increase customer satisfaction so that service quality as an intervening variable is proven to function to strengthen the effect of online delivery orders on customer satisfaction. Service quality is

able to function as a mediator or mediate the indirect effect of operational performance on customer satisfaction

Online order delivery and operational performance affect service quality. The application of online delivery orders is an e-service such as digitalization. Digitalization such as websites are adopted by companies. Digitalization streamlines the process of issuing delivery orders as documents for releasing imported goods from ports. The operational performance variable stated that it had an effect on the service quality of operational performance, namely on the operational performance of customer service in responding to and serving customers. The company's service quality can create good operational performance. The second is the way of conveying information. The third is how to handle customers and solve problems faced by customers. Fourth is listening to customer complaints. Fifth is implemented properly, so that it can affect the quality of service. This is in line with previous research conducted by that operational performance can have a positive effect on service quality.

The results of the analysis of substructural equations 2. Online order delivery and operational performance have an effect on customer satisfaction while service quality has an effect on customer satisfaction in an intervening manner. Online order delivery affects customer satisfaction. This is in line with research that has been conducted by (Hadi & Djatmiko, 2018) that implementing e-service has an effect on customer satisfaction. The company has taken the right steps, namely innovating by implementing the delivery order issuance process which was originally done manually to online, which has been proven to affect customer satisfaction.

Operational performance affects customer satisfaction, so the performance of the company's customer service operations in dealing with problems faced by customers and also in serving customers makes customers feel satisfied so that customer satisfaction is fulfilled. This research is in line with research that has been conducted (Rilopari & Abdurrahman, 2021) that employee operational performance influences customer satisfaction. Service quality found that service quality affects customer satisfaction as an intervention.

## **Conclusion**

Conclusion of online order delivery research adopts e-service. Digitalization such as the web has succeeded in influencing the quality of company services in serving the needs of service users (import customers). E-service improves service quality, meaning that it has an effect on improving service quality on customer satisfaction. The application was carried out in companies located in Jakarta and Surabaya. Companies can

implement online delivery orders such as e-services for ports in Semarang and Medan. Service quality is able to function as a mediator to deliver online orders to customer satisfaction. Online order delivery is implemented to increase customer satisfaction so that service quality as an intervening variable is proven to function to strengthen the effect of online delivery order implementation on customer satisfaction. Service quality is able to function as a mediator or mediate the indirect effect of operational performance on customer satisfaction.

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