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EASY, QUALITY OF SERVICE, AND TIMELINESS OF DELIVERY TO CUSTOMER SATISFACTION

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Abstract: The Internet makes it easy for users to trade with people. This is what causes many companies to compete to create quality online services or e-commerce services that consumers can trust to simplify and add value to the products they offer so that they can be cheaper and more efficient. The purpose of this study was to determine the effect of easy, service quality, and timeliness of delivery on customer satisfaction in online shopping store users of the Surakarta UNIBA student application. This research is quantitative descriptive. The population in this study were the users of the online shopping store, Surakarta, UNIBA students, totaling 911 students. The sample uses 10% of the total population and the results are 91.1 students and then rounded up to 100 students. Easy, Quality of Service and Timeliness of Delivery have a simultaneous and significant effect on Customer Satisfaction in the online shopping application Tokopedia. Based on the t-test, Easy has a positive and significant effect on Customer Satisfaction in the Tokopedia online shopping application. Service Quality has a positive and significant effect on Customer Satisfaction in the online shopping application Tokopedia. Timeliness of Delivery has a positive and significant effect on Customer Satisfaction in the online shopping application Tokopedia.
Keywords: Customer Satisfaction; Easy; Service Quality; Timeliness of Delivery

INTRODUCTION

During a pandemic like now, the pattern of human life is required to change their lifestyle to adapt to the conditions that occur. A pandemic is an outbreak of disease that occurs simultaneously in various countries. Therefore, the pattern of human life must always adapt to the conditions, including in purchasing products or goods. The internet helps and makes it easier for users to interact, communicate, and even trade with people from all over the world cheaply, quickly, and easily without being constrained by distance and time. This is what causes many companies to compete to make quality online services or e-commerce services that consumers can trust to make it easier and add value to the products they offer so that they can be cheaper and more efficient. This has a major impact on the sales of the company's products. More and more consumers visit the e-commerce site and know the brands that are being offered. Besides, the online shop Tokopedia gives lots of discounts so that consumers have more opportunities to feel satisfied.

Customer satisfaction is the feeling of liking or disliking someone about a product after comparing the product's performance with what is expected (Ishak, 2012). Meanwhile, according to Sumarwan (2014), satisfaction is the impetus for consumers to buy and re-consume the product. Conversely, feeling dissatisfied will cause consumers to be disappointed and stop buying and re-consuming the product. Therefore, a person is not satisfied it has the perception that expectations have not been fulfilled. Someone will feel satisfied if the perception is equal to or greater than expected. Satisfaction can be seen from several factors, including the easy factor, service quality, and on-time delivery.

Easy is defined as the extent to which consumers feel easy to interact with e-commerce sites and can receive the product information needed (Palma & Andjarwati, 2016). The presence of the internet certainly adds to the convenience in all aspects of life,

including buying and selling activities which can now be done online anywhere and anytime as long as they are connected to the internet, so everyone who wants to make purchases online can easily do it. This convenience can help busy consumers with other activities to shop without having to spend money. Companies are required to make easy online shopping applications so that consumers can feel satisfied. The results of the study show that there is a positive influence between convenience and satisfaction (Palma & Andjarwati, 2016).

According to Tjiptono (2012) that the quality is a dynamic condition that is related to products, services, people, processes, and environments that meet or exceed expectations. According to Nugroho (2016) quality of service is a measure of how well the network which is an attempt to defines the characteristics and properties of service and QoS will guarantee that the data is important to the destination device. Meanwhile, according to Khairani, Siregar, Hutabalian, & Karolina (2019), Service quality is a form of service provided by companies to meet consumer expectations. Companies need to prioritize service quality because if the company provides good service to consumers, consumers will be satisfied and loyal to the company. Online shopping companies are required to always provide good service to their customers so that consumers can feel satisfied. This is in line with research by Khairani, R., Siregar, C. A., Hutabalian, R. H., & Karolina (2019) which states that service quality has a positive and significant effect on customer satisfaction. Meanwhile, according to Wulandari (2016), Quality of Service (QoS) is a method for measuring network capacity and trying to define the characteristics and properties of a service. QoS is used to measure a set of performance attributes that have been defined and assigned to a service.

Timeliness is the length of time the customer orders the product until the product arrives at the customer Hafizha, S., Abdurrahman, & Nuryani (2019), Timeliness is very influential on customer satisfaction. Consumers will be satisfied if the goods they buy can arrive at the agreed or determined time. The results of the study Hafizha, S., Abdurrahman, & Nuryani (2019), show that timeliness has a positive and significant effect on customer satisfaction. This shows that the more punctual the company is in delivering goods to its customers, the better customer satisfaction will be.

Tokopedia is one of the largest companies in Indonesia that conducts digital-based sales and purchases. PT Tokopedia has succeeded in becoming one of Indonesia's internet industries with very fast growth. Tokopedia upholds the business model in online malls and marketplaces, Tokopedia allows individuals, brands, and small shops to open and manage online stores. Since its launch in 2015 until now, basic services on Tokopedia can be used for all users for free. Tokopedia was included in the Top Brand Award in third place from 2015 to 2017. The Top Brand Award data shows that Tokopedia has always increased its percentage compared to other brands, even though the percentage is not as big as OLX and Lazada. In 2015 Tokopedia was in the third position with a percentage of 1.2%, 2016 the percentage increased by 12.1%, and in 2017 Tokopedia remained in third place with a percentage increase of 13.4%. The results carried out by TBI, show that Tokopedia is currently experiencing an increase every year. In addition to data from TBI, the frequency of shopping on Tokopedia reaches 22% of respondents who admit to regularly shopping at Tokopedia, then Lazada who gets 10% of respondents (Lestari & Widyastuti, 2019).

Customer satisfaction is defined as a perception of something that has met expectations (Palma & Andjarwati, 2016). Meanwhile, according to Ishak (2012), customer satisfaction is the feeling of liking or disliking someone to a product after comparing the product's performance with what is expected. Based on the explanation above, the authors conclude that customer satisfaction is a customer perception as a form of feeling like or dislike the product after comparing the product with the expected. According to Palma &

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Andjarwati (2016) easiness is defined as the extent to which consumers feel easy to interact with e-commerce sites and can receive the product information needed. Meanwhile, according to Lestari & Widyastuti (2019) H1: It is assumed that easy, service quality, and timeliness of delivery have a simultaneous effect on customer satisfaction in the online shopping store application.

Easy is a form of loyalty launched by customers to produce products or services that are efficient, comfortable, and relatively easy. Based on the above understanding, the authors conclude that an easy is a form of loyalty obtained by consumers so that they can interact on the required sites efficiently, comfortably, and relatively easily. On-time delivery timeliness is the length of time the customer orders the product until the product arrives at the customer (Hafizha, S., Abdurrahman, & Nuryani, 2019). Timeliness of delivery is an evaluation for customers to assess performance as promised by the company (Sakti & Mahfudz, 2018). Based on the above definition, the authors conclude that timeliness is the length of time the customer evaluates the company's performance from the ordering process until the product arrives at the customer. The purpose of this study was to determine the effect of easy, service quality, and timeliness of delivery on customer satisfaction in online shopping store users of the Surakarta UNIBA student application.

METHODS

This research is quantitative descriptive. This study will explain the relationship between the variables to be studied which are described by numbers. The object of this study is several samples from users of the online shopping store Tokopedia application in the city of Surakarta. This research was conducted for three months starting from November 2020 to January 2021. Based on the results of the calculation, the total sample size was 96.04 people. However, to simplify calculations and the presence of rounding elements, the number of samples used is 100 respondents.

RESULT AND DISCUSSION
Classical Assumption Test Results
Normality test

A normality test is conducted to test whether, in the regression model, confounding or residual variables have a normal distribution. Testing normality in research using the Kolmogorov Smirnov test. The results of the normality test can be seen in the table below

Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	**Information**
N	100	Distributed data
Kolmogorov-Smirnov Z	.746	normal
Asymp.Sig. (*2-tailed*)	.635	

Source: Data processed (2020)

The Kolmogorov-Smirnov-Test results show that the Asymp. Sig (2-tailed) is greater than 0.05 (0.635> 0.05). This shows that the regression equation for the model in this study has normal data distribution.

The normality test can also be seen in the Normal P-P Plot graph and the following histogram:
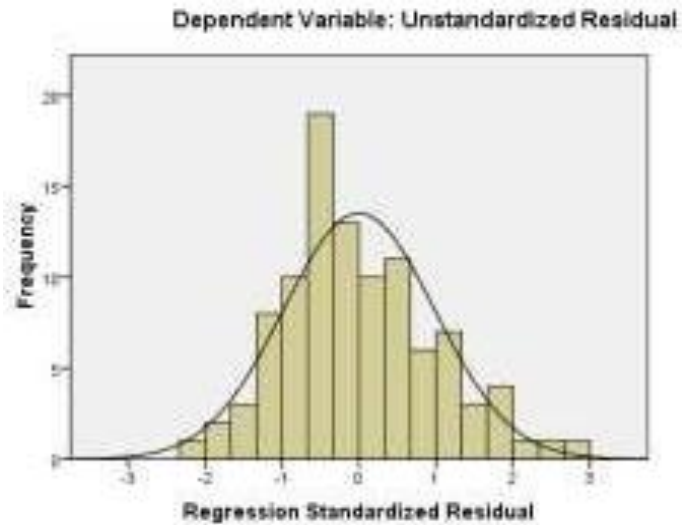
Figure 1. Normality Histogram Graph
Source: Data processed (2020)

In Figure 2 below, it can be concluded that the histogram graph provides a normal distribution pattern because it forms a concave curve like a bell. The P-P plot of standardized residual regression above shows that the data spread around the normal line and follows the line's direction.
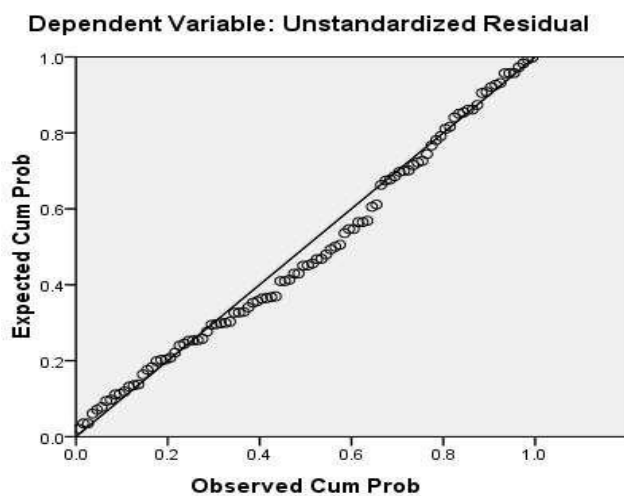
Figure 2. Normal P-P Plot Graph
Source: Data processed (2020)

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Based on the two graphic images above, it shows that the regression model is feasible because it meets the assumption of normality.

Table 2. Multicollinearity Test Results

Model	Collinearity Statistics		Information
	Tolerance	VIF	
Easy of Service Quality	.865	1.156	Multicollinearity
On Time	.717	1.394	does not occur
Delivery	.812	1.232	

Source: Data processed (2020)

Based on the calculation results in the table above, the tolerance value for the Easy variable was 0.865, the tolerance value for the Service Quality variable was 0.717 and the tolerance value for the On-Time Delivery variable was 0.812, all of which were> 0.10. The VIF value for the Easy variable is 1.156, the VIF value for the Service Quality variable is 1.394 and the VIF value for the On-Time Delivery variable is 1.232, all of which are <10. So the regression model in this study does not have multicollinearity between independent variables.

Table 3. Heteroscedasticity Test Results

Model	Sig.	Information
Easy	.561	There is no heteroscedasticity
Service quality	.804	There is no heteroscedasticity
Timeliness of Delivery	.440	There is no heteroscedasticity

Source: Data processed (2020)

Based on the table above, it shows that the probability value (Sig.) Of each independent variable is Easy of 0.561, Service Quality is 0.804 and On-Time Delivery is 0.440, all of which are greater than 0.05. It can be stated that this regression model does not occur heteroscedasticity.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Analysis

Unstandarized Coefficients		
Model	B	Std. Error
(*Constant*)	2.315	2.010
Convenient	.322	.085
Service quality	.274	.088

Source: Data processed (2020)

Based on the above results, the multiple linear regression model can be formulated in this study, namely:

Y = 2.315+ 0.322X1 + 0.274X2 + 0.318X3 + e

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The regression equation can be interpreted as follows: The constant value (a) is 2,315, meaning that if the independent variable, namely Easy, Service Quality, and Timeliness of Delivery, is 0 (zero), then the Customer Satisfaction variable (Y) is 2,315. Easy of variable coefficient (b1) from the calculation of multiple linear regression coefficients value (b) = 0.322. This shows that if the Easy variable increases by one unit, while the variables of Service Quality and Timeliness of Delivery are constant, then Customer Satisfaction will increase by 0, 322. The coefficient of Service Quality variable (b2) from multiple linear regression calculation coefficients value (b) = 0.274. This shows that if the Service Quality variable increases by one unit, while the Easy and Timeliness of Delivery variables are constant, then Customer Satisfaction will increase by 0.274. The coefficient of the On-Time Delivery variable (b3) from the multiple linear regression calculation, the value of coefficients (b) = 0.318. This shows that if the On-Time Delivery variable increases by one unit, while the Easy and Service Quality variables are constant, then Customer Satisfaction will increase by 0.318.

T-test

The t-test is used to determine how much the independent variable influences the dependent variable. Requirements in testing if the significant value <0.05 then the independent variable affects the dependent variable and if the significant value> 0.05 then the independent variable does not affect the dependent variable. The results of the t-test can be seen from the results of data analysis as follows:

Table 5. Results of the T-Test

Model	B	T	Sig.	Information
(*Constant*)	2.135	1.062	.291	
Easy	.322	3.806	.000	H1 accepted
Service quality	.274	3.112	.002	H2 accepted
Timeliness of Delivery	.318	4.381	.000	H3 is accepted

Source: Data processed (2020)

The value of t_{count}> t_{table} (3.806> 1.985) and a significance value of 0.000 <0.05, then H0 is rejected and H2 is accepted. It can be concluded that Easy has a positive and significant effect on Customer Satisfaction in the online shopping application Tokopedia (Study on Uniba Surakarta Students). The influence of the Service Quality variable (X2) on customer satisfaction (Y) is as follows: H0: β = 0, Service Quality does not have a positive and significant effect on Customer Satisfaction in the Tokopedia online shopping application (Study of Uniba Surakarta Students). H3: $\beta \neq 0$, Service Quality has a positive and significant effect on Customer Satisfaction in the online shopping application Tokopedia (Study on Uniba Surakarta Students). The value of t_{count}> t_{table} (4.381> 1.985) and a significance value of 0.000 <0.05, then H0 is rejected and H4 is accepted. It can be concluded that Timeliness of Delivery has a positive and significant effect on Customer Satisfaction in the online shopping application Tokopedia (Study on Uniba Surakarta Students).

Determination Coefficient Test

The results of the coefficient of determination or R2 can be seen from the results of the data analysis as follows:

Table 6. Results of the Coefficient of Determination

Model Summary		
R	R Square	Adjusted R Square
.688$^{\alpha}$	.473	.456

Source: Data processed (2020)

Based on the results of the above analysis, the value of Adjusted R Square (R2) is 0.456 or 45.6%. This means that the determination or contribution of the Easy of Use, Quality of Service and Timeliness of Delivery on Customer Satisfaction in the Tokopedia online shopping application (Studies on Uniba Surakarta Students). By 45.6%. The remaining 44.4% is influenced by other variables.

The Effect of Easy, Service Quality and Timeliness of Delivery on Customer Satisfaction

Based on the results of the F test, it shows that Easy, Service Quality, and Timeliness of Delivery simultaneously or together have a positive and significant effect on Customer Satisfaction in the Tokopedia online shopping application. (Study on UNIBA Surakarta Students). This is based on the results of research which can be seen from $F_{count} > F_{table}$ (28.692 > 2.70) and a significance of 0.000 < 0.05. These results prove that the higher the Easy, Quality, and Timeliness of Delivery, Customer Satisfaction of the online shopping application Tokopedia (Study on Uniba Surakarta Students) will experience a real increase.

This research is in line with (Hafizha, S., Abdurrahman, & Nuryani, 2019). The existence of a positive and significant influence on service quality variables, timeliness, shipping rates, and facilities is also supported by the results of R Square on the Determination Coefficient of 45.4% and the remaining 54.6% is influenced by factors -Other factors outside the variables used in the study. Easy, Quality of Service, and Accuracy of Delivery Time can jointly affect Customer Satisfaction who are Uniba Surakarta Students because they do not find it difficult to use, including in transactions and payments. The quality of service provided is also good and following the expectations of customers because the sellers provide friendly service. As well as on-time delivery is also following the time promised on the Tokopedia application and the product is sent according to the address listed.

CONCLUSION

Based on the results of research and discussion, several conclusions can be drawn as follows: Easy, Service Quality, and Timeliness of Delivery have a simultaneous and significant effect on Customer Satisfaction in the Tokopedia online shopping application. Based on the t-test, the results obtained: Easy has a positive and significant effect on Customer Satisfaction in the Tokopedia online shopping application. Service Quality has a positive and significant effect on Customer Satisfaction in the online shopping application Tokopedia. On-Time Delivery has a positive and significant effect on Customer Satisfaction in the online shopping application Tokopedia.

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