# INFLUENCE OF THE TIMELINESS OF PRODUCT DELIVERY ON CUSTOMER SATISFACTION AT CV. EAST JAYA SUMEDANG ELECTRONICS

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## Abstract

CV. Timur Jaya Elektronik is a company operating in the industrial sector that sells various kinds of electronic goods such as televisions, refrigerators, air conditioners and other electrical equipment. Based on the research results, it shows that there are problems caused by the timeliness of product delivery on consumer satisfaction. The purpose of this research is to determine the effect of product delivery time on consumer satisfaction at CV. Timur Jaya Electronics Sumedang. This research uses a descriptive method with a quantitative approach. Data collection techniques in this research are observation, interviews and distributing questionnaires. The data analysis techniques that will be tested are validity test, reliability test, simple linear regression, Spearman rank correlation coefficient, coefficient of determination and t test. Based on the research results, it shows that there is a positive influence between the timeliness of product delivery on consumer satisfaction according to a simple linear regression test, while according to the Spearman Rank correlation the influence of timeliness of product delivery on consumer satisfaction is strong and based on the results of the coefficient of determination of timeliness of product delivery on consumer satisfaction in CV. Timur Jaya Elektronik Sumedang has a positive and significant influence and the rest is influenced by other factors. The suggestion that researchers can put forward is to be more thorough in providing product delivery information to consumers, so that there are no misunderstandings between companies and consumers. As well as providing the right delivery time.

*Keywords: Timeliness of Product Delivery, Consumer Satisfaction*

## 1. Introduction

The development of electronics business is currently experiencing very rapid growth, giving rise to intense competition. Apart from that, the demand to meet competitive prices is faced with efforts to satisfy consumers. This includes seeking to increase productivity and creating competitive strategies in the market as a step to meet consumer expectations.

Companies have an important role in developing products and services to improve the national economy. The Coordinating Minister for the Economy (ekon.go.id 2014) stated that the role of entrepreneurs is very necessary to encourage the national economy. Because that way, the business world will absorb more workers and reduce unemployment, poverty and improve people's welfare. So that the company has a competitive advantage over the products and services it offers. By providing consumer satisfaction through improving maximum service. Quality service is expected to be able to survive in creating better value than its competitors. This includes aspects of the goods delivery service sector that require consistency in the timeliness of product delivery which must be paid attention to by the company. Companies pay attention to on-time delivery because on-time delivery of products is very important and must be paid attention to. Therefore, timely delivery of ordered products is one of the most important factors in increasing consumer satisfaction. According to Arini T. Soemohadiwidjojo (2018:89), if the order is sent completely and precisely on the date agreed between the company and the customer, or before the agreed date, the customer will feel satisfied using the service. Delivery time is the time from when the consumer orders the product until the product reaches the consumer's hands. Estimated product arrival is usually a benchmark for consumers to determine whether the delivery service is good or not. According to Peter and Olson

(200), the accuracy of delivery time is the benchmark and benchmark for the delivery time for goods to arrive according to the estimated time given.

The timeliness of product delivery is determined by the company, usually delivery is made on the same day at 13.00-17.00 WIB. Of course, the company wants to provide satisfaction to consumers from the timeliness of delivery that has been estimated by the company itself, so that consumers do not have to wait a long time to get the goods they have ordered. The timeliness of product delivery provided by the company and consumer satisfaction are closely related to the profits that the company will obtain. Because with timely delivery of products that meet consumer desires, the company is embedded in consumers' minds, this is of course profitable for the company because consumers can carry out promotions indirectly to relatives or family to make purchases or services from the company. According to Kartono (2007), the higher the perceived service quality, the greater consumer satisfaction will increase. Consumer satisfaction is a condition or feeling of satisfaction that can be felt by consumers with a product in the form of goods or services after comparing with what is expected. Consumer will feel satisfied if what they get is more than what they received they expected. However, creating customer satisfaction is not a process which is easy because it requires commitment and active support from employees and company owners. According to Tjiptono and Chandra in Nel Arianty (2015), consumer satisfaction is the extent to which the benefits of a product and service received are in accordance with what the consumer expects.

Creating consumer satisfaction can provide several benefits. According to Tjiptono (2002:24), creating consumer satisfaction can provide benefits, including the relationship between the company and consumers becoming harmonious, becoming the basis for repeat purchases and creating loyalty and word of mouth recommendations that benefit the company. Kotler (2003: 140) also suggests that the relationship between satisfaction and loyalty is when consumers reach the highest level of satisfaction which creates a strong emotional bond and long-term commitment to the company brand.

As are the problems faced by CV. Timur Jaya Elektronik which is an industrial company that sells various electronic goods such as televisions, refrigerators, air conditioners and other electrical equipment. CV. Timur Jaya Elektronik is located at Jl. Tampomas, Kaler City, District. North Sumedang, West Java 45621, TELP-(022) 6011739. With NIB 1207000701476. This business can provide additional income for the local community and can also reduce unemployment by creating jobs in this industry. CV. Timur Jaya Elektronik has many consumers from various regions and outside the region.

Based on the problem formulation above, the objectives of the research are:
1. Know the general overview of CV. Timur Jaya Electronics Sumedang
2. Knowing the timeliness of product delivery and the condition of consumer satisfaction at CV. Timur Jaya Electronics Sumedang
3. Find out how much influence on time delivery has on customer satisfaction at CV. Timur Jaya Electronics Sumedang
4. Knowing what obstacles and efforts are made to overcome the timeliness of product delivery to customer satisfaction at CV. Timur Jaya Electronics Sumedang

## 2. Method

The research method used in this research is the descriptive method (theory) of quantitative research analysis according to Sugiyono (2019:64) who suggests that: Descriptive problem formulation is a problem formulation relating to questions regarding the existence of independent variables, whether only on one variable or more. So in this study the researcher did not make comparisons of this variable with other samples, and looked for the relationship between this variable and other variables. This kind of research is hereafter called descriptive research. Quantitative research methods as stated by Sugiyono (2019:16), namely: "Quantitative research methods can be interpreted as research methods that are based on positivist philosophy, used to research certain populations or samples, collecting data using research instruments, quantitative data analysis, with the aim is to test the hypothesis that has been applied". According to Sugiyono (2019:68) "Research variables are an attribute or trait or value of a person, object or activity that has certain variations determined by the researcher to be studied and then conclusions drawn." The variables in this research consist of two variables, namely the independent or independent variable

and the dependent or dependent variable. These variables are as follows: 1. Independent Variable This variable is often referred to as a stimulus variable, predictor, antecedent. In Indonesian it is often called an independent variable.

An independent variable is a variable that influences or is the cause of changes or the emergence of a dependent or dependent variable. The independent variable in this research is the service quality variable. 2. Dependent Variable Dependent variables are often referred to as output, criterion, consequent variables. In Indonesian it is often called a dependent variable. The dependent variable is a variable that is influenced or is a consequence, because of the existence of an independent variable. The dependent variable in this research is the consumer satisfaction variable. After determining which variable X and variable Y are, the next step is to operationalize the variables. Variable operationalization is an effort to describe and facilitate the measurement of the variables studied. Variable operationalization is also used as a basis for making questionnaires so that it can help in getting data as precisely as possible. Research is carried out to obtain data related to the object of research, both to obtain primary data sources and secondary data, namely in the following way:

A. Data Primer
a. Observation (Non Participant)
Namely conducting direct observations on CV. Timur Jaya Elektronik Sumedang where the research carried out data collection through observations on CV. Timur Jaya Elektronik Sumedang without being directly involved in existing activities.
b. Structured Interview
This is a technique for collecting data and information by conducting direct questions and answers using interview guidelines with CV owners. Timur Jaya Electronics Sumedang.
c. Questionnaire
This is a data collection technique by distributing a list of statements with alternative answers given in writing to respondents in order to obtain information regarding the problem being studied.

## 3. Result and Discussion

Researchers carried out simple linear regression data processing using the SPSS program, obtained the following results. Based on the SPSS output results above, the results of the regression equation were obtained as follows:

$Y = a + \beta X$

$= 6,809 + 0,559 \ Ketepatan \ Pengiriman \ Produk$

Interpretation:

$\alpha$ , When the Product Delivery Accuracy Variable (X) is equal to zero, then the value of the Consumer Satisfaction Variable (Y) is 6,809.

$\beta$ , When the Product Delivery Accuracy variable (X) increases by one unit, it will result in an increase in the value of the Consumer Satisfaction variable (Y) by 0.559. Based on the results of the analysis above, it can be concluded that:

1. From the correlations table, it shows that the relationship or correlation coefficient value between the Product Delivery Accuracy variable (X) and the Consumer Satisfaction variable (Y) is fairly strong at 0.758. The significance value from the table is 0.000 where ($p<0.05$) then (sig = $0.000 < 0.05$). This means that these results show that there is a significant relationship between the Product Delivery Accuracy variable (X) and the Consumer Satisfaction variable (Y). The value of R Square = 0.724 means that the contribution of the Product Delivery Accuracy variable (X) to the Consumer Satisfaction variable (Y) is 72.4% and is included in the strong influence category while the remaining 27.6% is influenced by other variables not examined in This research includes, for example, the quality of human resources. In other words, 72.4% of the variation in the Consumer Satisfaction variable (Y) can be explained by the variation in the Product Delivery

Accuracy variable (X). (mechanism/division of tasks), but overall these four aspects have been implemented by the implementation party (BRI). Performance Analysis (UMKM) has generally been carried out by business owners, but the understanding and knowledge skills, as well as low motivation of business actors in obtaining information related to Micro People's Business Credit. Hypothesis testing is used to see the influence of variable Hypothesis testing

In this research, it was carried out using the t test to find out whether there is a significant influence of the product delivery timeliness variable on the consumer satisfaction variable. The t test used is as follows: The Sig value is known. for the influence of the variable Product Delivery Accuracy (X) on the Consumer Satisfaction variable (Y) is $0.000 < 0.05$ and the calculated t value is $10.620 > $ t table $2.0167$, so it can be concluded that Ha is accepted which means there is an influence between the Product Delivery Accuracy variables (X) partially on the Consumer Satisfaction variable (Y).

Obstacles and Efforts in Overcoming Timeliness of Product Delivery on Consumer Satisfaction at CV. Timur Jaya Electronics Sumedang

Barriers to CV. Timur Jaya Electronic Sumedang CV. Timur Jaya Elektronik Sumedang is of course not free from the obstacles it faces and requires the company to continue to innovate to cover the obstacles that prevent the company from achieving its predetermined vision and mission. An obstacle or problem comes not only from within the company but also from outside the company.

CV. Timur Jaya Elektronik Sumedang realizes that the timeliness of product delivery in this business has a big influence on increasing consumer satisfaction, where the elements contained in the timeliness of product delivery are the main key for development in this implementation so that the output obtained can be carried out well. Agree with the description above that CV. Timur Jaya Elektronik Sumedang has obstacles in carrying out on-time delivery of products so that the company cannot be optimal in today's digital era competition.

The obstacles faced by CV. Timur Jaya Elektronik Sumedang in ensuring timely delivery includes:

1. Drivers start making deliveries at a certain time, if there are many

The delivery is made by the driver, and if there is an unexpected event during the journey, the delivery will not be within the specified time. So this causes inaccuracies in delivering products on time.

2. There are many competing companies that provide timely delivery of products to consumers.

Efforts to Overcome Timely Delivery on Consumer Satisfaction CV. Timur Jaya Electronics Sumedang. Every company in carrying out its activities cannot be separated from obstacles, for this reason companies are required to be able and pay attention to the conditions that have been achieved as well as the timeliness of delivery of CV products. Timur Jaya Elektronik Sumedang is not free from obstacles in implementing activities on time to deliver products. For this reason, as an effort to overcome this, several steps can be taken as follows:

1. CV. Timur Jaya Elektronik Sumedang handles this by notifying consumers if there are problems with delivery which result in delays. So consumers will

Wait until the product reaches the consumer.

2. CV. Timur Jaya Elektronik Sumedang must add employees and vehicles, to prevent delivery delays caused by the large number of orders. Apart from that, the company must provide new innovations in providing good service to consumers.

## 4. Conclusion

Based on the results of research and discussion regarding the influence of timely product delivery on CV consumer satisfaction. Timur Jaya Elektronik Sumedang then the following conclusions can be drawn:

1. CV. Timur Jaya Elektronik Sumedang is a private company in the industrial sector that sells various kinds of electronic goods. This company was founded by Mr. Ardi in 1996. Located at Jl. Tampomas, Kaler City, District. North Sumedang, West Java 45621, TELP-(022) 6011739. With NIB 1207000701476. Priority target market by CV. Timur Jaya Elektronik Sumedang, namely all groups.

2. Based on research regarding the timeliness of CV product delivery. Timur Jaya Elektronik Sumedang can be seen based on several indicators consisting of: Delivery Time, Delivery Flexibility, Delivery Accuracy, Stock Service, After Sales Service, Order Management, Marketing and Communication, E-Information.

3. Based on these indicators, the implementation of product delivery timeliness at CV. Timur Jaya Elektronik Sumedang is in a pretty good area. So it can be concluded that the timeliness of product delivery at CV. Timur Jaya Elektronik Sumedang is considered quite good, because the delivery service provided by the company is often late in reaching consumers. hope that the business undertaken can grow and develop. Based on research regarding consumer satisfaction conditions at CV. Timur Jaya Elektronik Sumedang can be seen based on several indicators consisting of: Conformity to Expectations, Interest in Returning, Willingness to Recommend. Based on these indicators, the condition of consumer satisfaction at CV. Timur Jaya Elektronik Sumedang is in a quite area. So it can be concluded that consumer satisfaction at CV. Timur Jaya Elektronik Sumedang is considered quite good. Because consumers are not satisfied with the delivery service provided.

4. Based on the research results, it shows that the timeliness of product delivery has a very positive and significant effect on consumer satisfaction. The influence of other variables ($\epsilon$) is 27.6%, namely price setting, consumer loyalty and facilities that do not support CV. Timur Jaya Elektronik Sumedang, this is indicated by a significant t test value of 10.620 > t table 2.0167

5. What obstacles and efforts are made by CV. Timur Jaya Elektronik Sumedang in implementing product delivery timeliness towards consumer satisfaction. - Drivers start making deliveries at a certain time, if there are a lot of deliveries made by the driver, and there are unexpected events during the journey then the delivery will not be according to the specified time. So this causes inaccuracies in delivering products on time.

6. Many competing companies provide timely delivery of products to consumers.

The efforts made by CV. Timur Jaya Elektronik Sumedang in facing or minimizing the obstacles experienced. This effort is CV. Timur Jaya Elektronik Sumedang handles this by providing or notifying consumers if there are problems with delivery which result in delays. That way consumers will not worry and wait until the product reaches the consumer.

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