The Effect of Service Quality and Delivery Accuracy on Customer Loyalty Through Customer Satisfaction (Case Study CV. Sarana Utama Cargo)

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ABSTRACT

This study is a retrospective study and aims to identify and quantify the impact of service quality and delivery accuracy on customer satisfaction through customer satisfaction. Sarana Utama Cargo. The aim of the problem is to try to identify the impact of quality and accuracy of delivery of goods, directly and indirectly on customer satisfaction.The method of this study is a descriptive-quantitative method using descriptive and inferential analysis, that is, the statistical data of the study is measured using WarpPLS 5.0 software. Data analysis showed that all indicators are part of the research model and should be continued until the hypothesis is valid. Based on the data analysis of direct and indirect effects, it was found that service quality and delivery accuracy had a significant impact on customer satisfaction, customer satisfaction was related to Customer loyalty and customer satisfaction was linked to the quality of service and delivery. The truth turned out to be irreconcilable. Customer loyalty has been shown to be a trade-off between delivery accuracy and customer loyalty. Customer satisfaction cannot be synonymous with good customer service. This shows that the quality of services provided by the company is not a measure of customer satisfaction and will therefore affect customer loyalty to the company's services. Customer loyalty is determined by customer satisfaction. This shows that sending the customer's product to their location correctly will increase customer satisfaction, which will increase their loyalty to the services provided by CV. Sarana Utama Cargo. Good service has a positive effect on customer loyalty. Customer satisfaction has a positive impact on customer loyalty. This shows that the customer is satisfied with the services provided by the company. The client will therefore trust your CV. Sarana Utama Cargo. We hope that the results of this study will serve as a reference for discussing related issues in the future. The population of this study consists of customers loyal to the CV company. Sarana Utama Cargo uses more than one service. The sampling procedure for this study was carried out using non-probability sampling using purposive sampling technique for all 100 respondents.

Keywords:
Service Quality, Delivery Accuracy, Customer Satisfaction, Customer Loyalty

INTRODUCTION

At any time everything related to humans must change, in various fields including politics, economy, society, and culture and all of them will affect the behavior patterns of competitors in running their businesses or businesses which will have an impact on the emergence of increasingly fierce competition in the world of business or business. Kotler and Armstrong (2015: 354) Marketing is a mindset that realizes that companies cannot survive without purchasing transactions, companies must be able to market goods or services produced to consumers to survive and compete with other companies.

Business development is growing very rapidly, this is indicated by the number of new companies that have sprung up in industrial areas in various cities and regions the emergence of new companies will lead to increasingly fierce competition. Companies engaged in the business of shipping goods, with a pattern of intense competition all compete to seize the market, for this reason, it is necessary to deliver

goods quickly, meaning that the timeliness of delivery, the guarantee of consumer order goods safely to this destination is a business benchmark so that it can rightly gain the trust of consumer loyalty. Expedition Logistics becomes a necessity as a delivery service when the goods that need to be sent use estimates, the right place, safe and secure by looking at the phenomena that occur in CV. Sarana Utama Cargo is a company that performs goods delivery services, several customers often complain about the services provided, namely about the late arrival of goods exceeding the time of receipt limit. The following table 1 shows the data on the late delivery of goods as follows

Table 1. Data on Delayed Shipments of Goods in 2021 CV Sarana Utama Cargo

Months	Number of Items	Late Items	Percentages
January	40.642	7.050	17 %
February	40.864	2.916	7%
March	43.042	7.116	16 %
April	46.906	9.208	19%
May	50.458	11.048	21%
June	60.462	9.440	16%
July	68.950	12.244	18%
August	74.268	11.628	16%
September	80.862	7.572	9%
October	95.344	5.286	6%
November	100.974	12.832	13%
December	107.578	8.526	8%

CV. Sarana Utama Cargo experienced the most delays in April 2021 as much as 19%, while in October 2021 there was a decrease in delays in the delivery of goods to consumers, namely 6%, delays in delivery of goods almost every month which experienced delays that exceeded the predetermined time which made the goods arrive late in the hands of consumers. The status of shipments that continue to experience fluctuations means that there are controls in the process of CV goods delivery services. Sarana Utama Cargo regarding delays, these obstacles if continued without providing a solution can cause company losses besides all that, various efforts are also needed to improve the performance of employees so that the activities and process of sending goods carried out to consumers run well without any obstacles.

Conducting the right marketing strategy to reduce the burden in the delivery of goods, the company must conduct an observation and evaluation of the performance of the employees by thinking about how to keep consumers loyal to choose CV shipping services. Sarana Utama Cargo must also determine a long-term strategy so that consumers do not choose other shipping services as competitors, for the delivery time limit that uses regular shipping services is 4 days with the aim of Kalimantan if the goods exceed the delivery time limit then the status of the goods is considered late.

Figure 1. Number of customers of CV Sarana Utama Cargo 2021

Based on the graph, it can be concluded that the results of number of customers from January to December 2021 are decreasing, not according to what the company wants, this is due to delays in goods and service quality. Efforts made by the company to increase customer loyalty by improving service quality and minimizing delays in goods can affect customers to make long-term purchases to create customer loyalty.

The good work of employees is an asset for the company and has a great influence on the achievement of company objectives. In addition to wants and needs, you also need to know what affects loyalty in order to meet customer needs, especially if you are creating products or services that can be complemented for other businesses while meeting their needs and desires. Kotler and Armstrong (2015: 84) use satisfaction, feelings of dissatisfaction, reduced trust and attitudes, and organizational history as factors affecting loyalty. At the same time, according to Lupiyoadi (2013: 28), many variables can affect loyalty, including service quality, dissatisfaction, agreement and satisfaction.

The theory of planned behavior, proposed by Ajzen (1991), is a tool used to predict the behavior of people when they cannot control their will. People have obstacles or problems that prevent their actions from being arbitrary. Intentional individuals are more likely to perform a behavior if they have a positive attitude toward it, receive approval from close others and perform the behavior, and believe that the habits can work.

Customer loyalty is a variable used to study because it is related to customer behavior and organizations wanting to increase their purchases. Customer loyalty refers to the intention to act (behavior) related to the product or service. Organizations should therefore strive to get customers to perform the desired work or service because these actions or activities are beneficial to the business. Consumer loyalty is the expression and maintenance of customer satisfaction in using the facilities and services provided by the company and remaining a customer of the company (Griffin, 2014: 21). On the other hand, customer loyalty can also be defined as the customer's tendency to purchase the same brand for a particular product or service (Wantara and Tambrin, 2019).

According to Kotler and Keller (2016), satisfaction is the feeling a person has regarding the performance or benefits of the product. What businesses should do means you can do it. The acceptance of your product or service is called feedback and can determine the different strategies you can choose to grow your business. Therefore, measuring customer satisfaction is very important in business. According to Tjiptono (2011:49), creating customer satisfaction can bring benefits, among other things, it strengthens the relationship between the company and its customers, providing a solid basis for generating returns and customer loyalty, and provide referrals and clients. This is a good basis for building loyalty. Useful words for business.

With the development of technology and modern life, having a good service will affect the people who receive and retain it. This is offset by increasing competition. This is because what the business does needs good service to survive and gain the trust and lifestyle of the customer. We want businesses to provide excellent service. Berry and Zenthal (Lupiyoadi, 2013) suggest that a company's success in providing quality services can be determined by the quality of its services. Service quality is understood as an effort to meet the needs and desires of the customer and as delivering delivery that meets the customer's needs (Istijanto, 2016).

Delivery accuracy is a variable considered for the purposes of delivery research, and the delivery process should include on-time delivery, arrival at the address (the customer's address), and security until the product ordered by the customer arrives on site. This is an example for companies who want to continue to earn customer trust. The time between when the customer orders and the product arrives at the customer's doorstep is the delivery time or expected arrival time, which is a standard for customers to know whether the delivery service is good or bad . Suryati (2019: 34) Delivery accuracy depends on the ability to deliver on time as agreed, as well as the ability to overcome transportation problems. Delivery time and assurance that customers can safely order products at their destination can become a business model and also gain customer trust (Subagio, et al., 2016). Because the quality of service provided by the company meets expectations and performance, customers will be satisfied because the expectations and performance of the service are good, and customer loyalty directly to the company. As a marketer, customer behavior is a guide that makes you a real business/customer (Nainggolan, et al., 2020).

The results of research conducted by Maeriyana, et al. (2019); Maeriyana, et al. (2019); Nalendra (2018); Santoso (2019); Felani and Soekotjo (2017); Fartika (2021); Rahayu and Wati (2018). The results showed that service quality has a significant effect on loyalty. However, in contrast to previous research Purwoko, et al. (2019); Lie, et al. (2019) show that quality has no significant effect on customer loyalty. Based on the studies and research that have been done before, the hypothesis formulation is as follows

H1:   Service quality has a significant effect on customer loyalty.

As long as the products ordered by customers arrive at their destination, on-time delivery and guarantee are the company's priority to win customer trust and satisfaction. This shows that the delivery time means from the time the customer orders until the product arrives at the customer's doorstep. Estimated arrival time is what customers use to determine whether the delivery service is good or bad. Delivery

is expected, with the ability to deliver on agreed dates and the ability to resolve shipping issues. Accuracy of delivery includes, at a minimum, accuracy of price, e.g. accuracy and adequacy of delivery costs, suitability of package, delivery time after the delivery decision date and delivery. It must correspond to the number of items ordered and guarantee the conformity of the contents of the package. Additionally, schedules and routes often need to take into account other constraints, such as the capacity of transport vehicles or vehicles (Dündar and Öztürk, 2020). Delivery accuracy has the biggest impact on customer loyalty, and time is how businesses ensure customer satisfaction. A study by Fartika (2021) found that delivery is linked to loyalty. Meanwhile, Tampubolon M. et al. (2020) Procrastination does not have a major impact on social justice.

Based on the studies and research that have been done before, the hypothesis formulation is as follows

H2:   Delivery accuracy has a significant effect on customer loyalty.

Satisfaction is the happiness or disappointment that arises after comparing the performance (or results) of the product in question with the expected (or results) (Istijanto, 2016). Loyalty is when a customer repeats a product of a particular brand instead of using the current service instead of choosing a competing brand or choosing another service. Many products and services are offered to customers, and they can easily choose the products and services they want, so the relationship of satisfaction and trust is very close. A relationship of satisfaction and loyalty will make your business profitable every month. The results of a study on customer satisfaction with loyalty carried out by Desiyati et al. (2018); Purwoko et al. (2019); Alketbia, et al. (2020); Ali et al. (2021); Xavara and Tambreen (2019); Nalendra (2018); Santoso (2019); Toungasal (2019); Listyawati (2018); Juniantara and Sukawati (2018); Felani and Soekotjo (2017); Fartika (2021) suggests that customer satisfaction is linked to customer loyalty. Meanwhile, Rahayu and Wati (2018) found that customer satisfaction does not have a significant impact on customer loyalty.

Based on the studies and research that have been done previously, the hypothesis formulation is as follows:

H3:   Customer satisfaction has a significant effect on customer loyalty.

The most satisfied customers will become loyal customers and provide positive news and word of mouth, while dissatisfied customers will turn to other businesses. Customer satisfaction is therefore important for manufacturers/service providers. Satisfaction is the happiness or disappointment that arises after comparing the performance (or results) of the product in question with the expected (or results) (Istijanto, 2016). These expectations are based on direct experience of purchasing goods/services, opinions of friends and acquaintances, as well as promises and information from businessmen and competitors (Kartajaya, 2007). When it comes to loyal customers, they will purchase the same brand in a product or service (Wantara and Tambrin, 2019). A study by Ali et al. (2021); Djumarno, et al. (2019); Santoso (2019); Toungasal (2019); Felani and Soekotjo (2017) suggest that service quality is linked to customer loyalty through customer satisfaction. During this period, Desiyati

et al. (2018); Maeriyana et al. (2019); Lie et al. (2019); Fartika (2021) shows that service quality is linked to customer loyalty through customer satisfaction.

Based on the studies and research that have been done previously, the hypothesis formulation is as follows:

H4:   Service quality has a significant effect on customer loyalty through customer satisfaction.

Supply chain refers to the operation of the supply chain as a sales activity. Delivery time and ensuring that products ordered by customers will arrive at their destination safely are standards for businesses to ensure customer trust and loyalty (Subagio, et al., 2016). Supply chain refers to the operation of the supply chain as a sales activity. Ensuring that delivery time is fast and customers can order products securely to their address is your business' priority, so you can also gain trust and confidence on your customers. Consumer loyalty can also be defined as the tendency of consumers to purchase the same brand for specific products or services (Wantara and Tambrin, 2019). According to Dündar and Öztürk (2020); SO. K (2015) suggests that delivery accuracy is linked to customer loyalty through customer satisfaction. Fartika (2021) shows that on-time delivery does not have a significant impact on customer retention via customer satisfaction.

Based on the studies and research that have been done before, the hypothesis formulation is as follows:

H5:   Delivery accuracy has a significant effect on customer loyalty through customer satisfaction

METHOD
This study uses a survey research design, which is a study that takes a sample of the population using a questionnaire as a data collection tool (Morrisan, 2017). The research design is quantitative, that is, research that refers to numerical data (numbers) carried out using statistical methods (Siregar, 2014), which shows the relationship between two differences between cause and effect, as well as the interaction of This is a study worth trying. Changes are made by understanding or explaining many things (Sugiyono, 2018). This study was conducted to identify and analyze the impact of good service and correct delivery on customers through customer satisfaction.
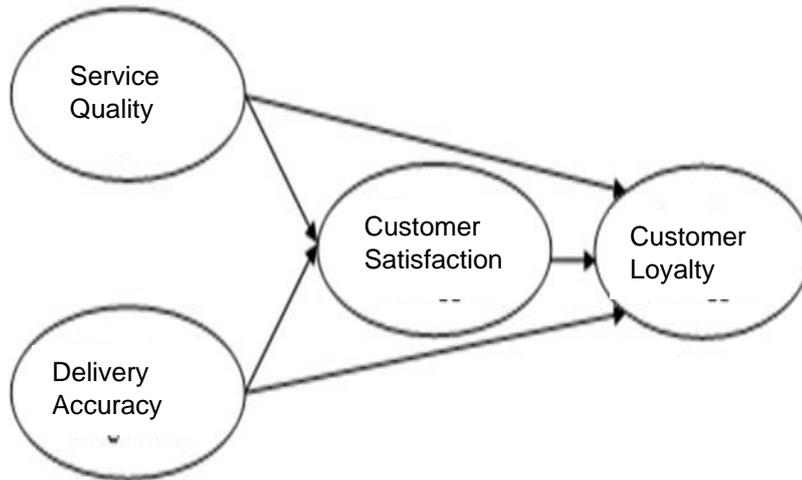
Figure 2. Conceptual Framework

The sampling technique for this study was carried out using non-probability sampling using purposive sampling technique. Purposive sampling is data sampling that includes a specific decision by the representative. The reason for using the purposive sampling technique is that not all samples contain samples corresponding to the phenomenon being studied. The authors therefore chose the purposive sampling method. The model calculation method in this study uses the Slovin model. The sample was selected by random sampling using the Slovin formula:

n=N/(1+N(〚e)〛 ^2)

Description:
n = Sample size
N = Population size
e = Estimated error rate (10%)

So to find out the type of sample, the following calculation is used:

$$n== \frac{2.938}{1+2.938\,(0,1)^2}$$

$$n= n = \frac{2.938}{30.38} = 96.70 \quad \text{adjusted to 100 respondents}$$

So, the sample in this study after being adjusted was 100 respondents. Adjustments are made so that the test results become more optimal and facilitate data processing.

Table 2: Characteristics of research respondents

No.	Respondent Characteristics	Number (People)	Percentage (%)
1.	Age:		
	a. 16-20 year	55	55%
	b. 21-25 year	1	1%
	c. ≥ 26 year	44	44%
2.	Jobs		
	a. Students	0	0%
	b. Private Employee	100	100%
	c. . Civil Servants	0	0%
	d. Other	0	0%

Source: Data from the research questionnaire processed by researchers

Table 3. Operational Variables

No	Variable	Dimension	Source
1.	Quality of service	a. *tangible*	Kotler and Keller, (2016)
		b. *empathy*	
		c. *reliability)*	
		d. *responsiveness*	
2.	Delivery Accuracy	a. *Delivery time*	Dündar and Öztürk, 2020)
		b. Serving outside working hours *(Delivery flexibility)*	
		c. Delivering goods *(Delivery accuracy)*	
		d. Fulfill delivery stock *(Stock service)*	
		e. Tracking information *(After-sales service)*	
3.	Customer satisfaction	a. *expectations*	Sudaryono, 2016)
		b. *performance*	
		c. *comparison*	
		d. *experience*	
		e. *confirmation* and *disconfirmation*	
		f. *expectations*	
		g. *performance*	
4.	Customer loyalty	a. Repeat purchase	

	b.	Buying across product and service lines	
	c.	c.Referring to others	Griffin (2016)
	d.	d. Immune to the pull of competitors	
	e.	e.Repeat purchase	

Source: Data from the research questionnaire processed by researchers

RESULTS AND DISCUSSION

The equation 1 model shows that the value of the coefficient β1 connecting the variable KP and KPL has a value of 0.780, which means that KP and KPL have a unidirectional relationship. This shows that when KP increases, KPL also increases, i.e. other variables are not constant. The path coefficient β2 is 41.656 and is positive. This shows that when KPE increases, KPL increases, i.e. other constant changes.
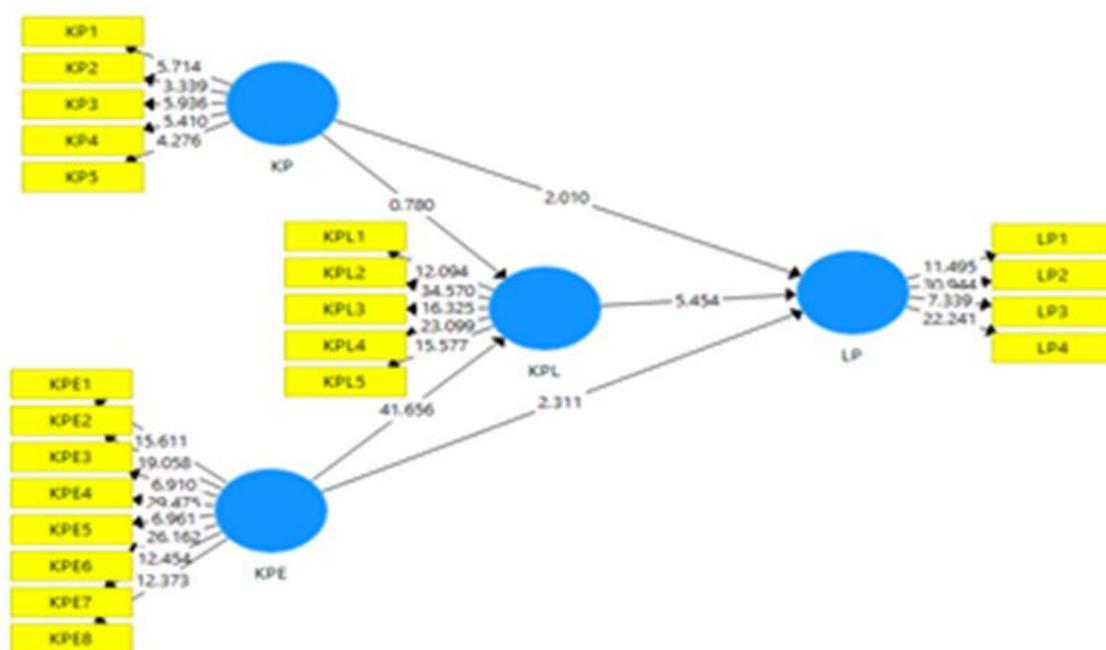

Figure 3. Results of Frame Work Diagram Path
Source: WarpPLS 5.0 Output Results

KPL = 0.708 KP + 41.656 KPE   (1)
LP = 2.010 KP + 2.311 KEP + 5.454 KPL   (2)

In the model of equation 2, it can be seen that the value of the path coefficient β4 related to the variables KP and LP has a value of 2.010, which means that KP and LP have a unidirectional relationship. This shows that as the KuP increases, the KeP also increases, i.e. other constant changes. The coefficient β5 is 2.311, which means that KP and LP are positive numbers, which shows that when KP increases, LP also increases, and other parameters change continuously. The path coefficient β5 is 5.454, which is a good number. This means that when KPL increases, LP also

increases, i.e. other variables are constant. According to the analysis of the test model (external model), the Cronbach alpha value and composite reliability for all items in this study were greater than 0.7, so it can be said that the questionnaire used in this study is reliable and shows the difference.. used.

The convergent validity values show that the external loading value for the variables of hedonic shopping motivation, shopping lifestyle, positive attitude and impulsive buying is greater than 0.5, and the AVE value (Average Variance Extracted) for all variables in this study is greater than 0.5. This means that it meets the requirements for convergent validity. In this study, the correlation value is also greater than 0.5, which means that each index used in this study is unique and can capture situations that cannot be captured in other items, which means that each measure has no correlation with other variables. Additionally, AVE root values show a positive relationship with all variables. It can be concluded that the variables used in this study meet the discrimination requirements.

The path coefficient values obtained from the main bootstrapping model can be seen in Table 4 below.

Table 4. Path Coefficient Value

Hypothesis	*Original Sample*
KP -> LP	0,055
KPE -> LP	0,296
KPL -> LP	0,684
KP->KPL->LP	0,028
KPE->KPL->LP	0,640

The original sample value above shows the effect of exogenous variables on endogenous variables. Furthermore, the R-Square value of this study is given in the table below;

Table 5. R-Square Value

Variable	R-*square*
KPL	0,883
LP	0,951

This shows that the R-squared value of customer satisfaction (KPL) is 0.883 or 88.30%. This shows that 88.30% of the variation in the purchase decision can be explained by the variables of service quality (KP) and product delivery quality (KPE) and that the remaining 11.70% of customer loyalty customers have an R-squared value of 0.951 or 95.10%. This means that 95.10% of the changes in customer loyalty can be explained by service quality (KP), product delivery accuracy (KPE), and customer satisfaction (KPL), and the 44.90 Remaining % can be explained by other variables not included in this document. . study. CA watch.

Table 6. Hypothesis Test Results

Hypothesis	*Original Sample*	P-value	Explanation
KP -> LP	0,055	0,045	Accepted
KPE -> LP	0,296	0,021	Accepted
KPL -> LP	0,684	0,000	Accepted
KP->KPL->LP	0,028	0,477	Rejected
KPE->KPL->LP	0,640	0,000	Accepted

According to the bootstrap test results, the significance of the effect of service quality (KP) difference on customer loyalty (LP) is 0.045, which is less than 0.05. The first sample value is 0.055, which is positive, indicating that the direction of the relationship between different service qualities and customer loyalty is positive or unidirectional. The impact of service quality on customer loyalty is therefore significant. The quality of service derived from the indicators has a positive impact on customer loyalty derived from the indicators. These results mean that the second hypothesis of this research can be accepted (H1 Accepted). The results of the study by Maeriyana et al. (2019); Nalendra (2018); Santoso (2019); Felani and Soekotjo (2017); Partyka (2021); Rahayu and Wati (2018). The results show that service quality is linked to customer loyalty. However, it differs from the study by Purwoko et al. (2019); Lie et al. (2019) show that performance has no significant effect on customer loyalty.

The β2 value of the impact of delivery accuracy difference (KPE) on customer loyalty (LP) is 0.021, and this significant value is less than 0.05. The first sample value is 0.296, which is positive, indicating that the direction of the relationship between the delivery and customer loyalty variables is positive or unidirectional. Therefore, the impact of delivery accuracy on customer loyalty is significant. These results show that the second hypothesis of this study can be accepted (H2 Accepted). This study supports Fartika's (2021) research that delivery accuracy is linked to loyalty. Meanwhile, Tampubolon M. et al. (2020) found that procrastination did not have a significant effect on social justice.

The β3 value of the difference between customer satisfaction (KPL) and customer loyalty (LP) is 0.000, and the significance of this value is less than 0.05. The value of the first sample is positive at 0.684, which shows that the direction of the relationship between customer satisfaction variables and customer loyalty is positive or unidirectional. The impact of customer satisfaction on customer loyalty is therefore significant. The customer satisfaction results are positive and have a positive effect on customer loyalty. These results indicate that the third hypothesis of this study can be accepted (H3 accepted). This study supports the study of Desiyati et al. (2018). Purwoko et al. (2019) ; Alketbia, et al. (2020) ; Ali et al. (2021); Xavara and Tambreen (2019); Nalendra (2018); Santoso (2019); Toungasal (2019); Listyawati (2018); Juniantara and Sukawati (2018); Felani and Soekotjo (2017); Fartika (2021) suggests that customer satisfaction is linked to customer loyalty. At the same time, according to Rahayu and Wati (2018), customer satisfaction does not seem to have a positive effect on customer loyalty. The β4 value of the difference between service quality (KP), customer loyalty (LP) and customer satisfaction is 0.477, and the significance of this value is greater than 0.05. The original sample value is 0.028, which is a positive value, which shows that the direction of the relationship between customer service quality and customer satisfaction is positive or unidirectional. However, it has been shown

that customer satisfaction does not influence the effect of service quality on customer loyalty. Customer satisfaction cannot be a measure of the impact of service quality on customer loyalty. Displayed as a value greater than alpha.

This shows that the hypothesis developed in this study has not been proven or supported. These results show that the fourth hypothesis of this study cannot be accepted (H4 rejected). The results of this study are consistent with those of Desiyati et al. (2018); Maeriyana et al. (2019); Lie et al. (2019); Fartika (2021) shows that service quality is linked to customer loyalty through customer satisfaction. Meanwhile, researches with different results from this study are those of Ali et al. (2021); Djumarno, et al. (2019); Santoso (2019); Toungasal (2019); Felani and Soekotjo (2017) suggest that service quality is linked to customer loyalty through customer satisfaction.

The β5 value of the effect of delivery failure (KPE) on customer service (LP) from customer satisfaction is 0.000 and its significance is greater than 0.05. The first sample value is 0.640, which is positive, which shows that the direction of the relationship between differences in exposure to delivery to loyal customers and satisfied customers Pressure is positive or unidirectional. Therefore, customer satisfaction mediates the impact of service quality on customer loyalty. Customer satisfaction can be a measure of the impact of good delivery on customer loyalty. This study follows Fartika's (2021) study which found that delivery is linked to loyalty. Meanwhile, according to Tampubolon et al. (2020), delays do not have a significant impact on social justice. This means that the hypothesis developed in this study is proven or supported. These results show that the fifth hypothesis of this study cannot be accepted (H5 accepted).

CONCLUSION

It is based on descriptive statistical analysis, external model evaluation and internal model evaluation. Researchers can conclude that: Good service has a positive effect on customer loyalty. This shows that providing good service to employees can affect customer loyalty to the company. Correct delivery has a significant impact on customer loyalty. This shows whether the employees deliver the products to the destination on time and whether the products can affect the customer's trust in the company.

Customer satisfaction has a positive impact on customer loyalty. This shows that the customer is satisfied with the services provided by the company, and in this case, the resume shows that the customer will be loyal to the company. Sarana Utama Cargo. Customer satisfaction cannot be synonymous with good customer service. This shows that the quality of services provided by the company is not a measure of customer satisfaction and will therefore affect customer loyalty to the company's services. Customer loyalty is determined by customer satisfaction. This shows that sending the customer's product to their location correctly will increase customer satisfaction, which will increase their loyalty to the services provided by CV. Large shipping facilities.

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