

THE EFFECT OF PRICE, DELIVERY TIMELINESS AND SERVICE QUALITY ON CONSUMER SATISFACTION IN USING SHOPEE EXPRESS SHIPPING SERVICES
(Case Study on Management Study Program Students of Unisla Lamongan)

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ABSTRACT

The rapid development of e-commerce has a direct impact on the increasing demand for fast and reliable expedition services. Shopee Express is one of the main choices for users, especially students. This study aims to analyze the effect of price, on-time delivery, and service quality on consumer satisfaction in using Shopee Express services partially and simultaneously. The study used a quantitative approach with a survey method of 90 respondents from UNISLA Management Study Program students. Data analysis was carried out through multiple linear regression with the help of SPSS version 25. The results of the study showed that the three independent variables had a significant effect on consumer satisfaction, both partially and simultaneously. Service quality is the most dominant variable influencing satisfaction. This finding implies that Shopee Express needs to improve service reliability and delivery consistency in order to increase consumer loyalty.

INTRODUCTION

The rapid development of information technology has brought about major changes in various aspects of life, including in people's consumption patterns. The internet and digital technology are now the main means of supporting daily activities, one of which is shopping. This phenomenon has given birth to the very rapid growth of e-commerce in Indonesia. Shopee, as one of the leading e-commerce platforms, recorded the highest number of visits throughout 2023, showing how strong the role of the marketplace is in influencing modern consumer behavior.

As online transactions increase, the need for shipping or expedition services has also experienced a significant spike. Consumers demand shipping services that are not only fast and on

time, but also have good service quality and affordable prices. To answer these needs, Shopee presents Shopee Express as their internal logistics service. This service comes in several variants, ranging from Shopee Express Standard, Sameday, Instant, to Hemat, which are designed to meet various consumer needs.

However, the reality on the ground shows that consumer satisfaction with Shopee Express services is not always as expected. Many complaints have emerged, such as late delivery, damaged goods, and lack of clear information from the courier. Some users also feel "forced" to use Shopee Express services because the feature is automatically activated by the Shopee system, which limits consumer choices. This raises issues related to customer trust and satisfaction with the services provided.

Customer satisfaction is one of the important indicators in measuring the quality of a service (Kotler & Keller, 2016). In the context of expedition services, this satisfaction is not only determined by the speed of delivery, but also by the price factor and the quality of service received. If the delivery service is unable to meet consumer expectations, it will have an impact on loyalty and the possibility of consumers switching to other service providers. Therefore, companies need to evaluate the factors that influence customer satisfaction comprehensively.

Students as part of the digital generation have high intensity in using e-commerce and expedition services. They are a segment that is sensitive to changes in price, quality, and accuracy of service. In this case, students of the Management Study Program at the Islamic University of Lamongan are relevant objects to study how they perceive Shopee Express services. Research on this group is expected to be able to represent the views of young consumers on the quality of the delivery services they use.

The three main variables studied in this context are price, delivery timeliness, and service quality. Price is the main consideration for consumers in choosing a service, while timeliness is a measure of efficiency. On the other hand, service quality reflects how the company treats its consumers, from communication, courier attitude, to handling complaints. These three variables are seen as determining factors in shaping consumer satisfaction with Shopee Express services.

This study uses a quantitative approach with the aim of empirically testing the influence of the three variables on consumer satisfaction. Respondents in this study were UNISLA Management Study Program students who actively use Shopee Express services. Through primary data collection using questionnaires and multiple linear regression analysis, it is hoped that this study will be able to provide scientific evidence regarding the relationship between independent variables (price, punctuality, service quality) and dependent variables (consumer satisfaction).

Based on the description above, it is important to conduct a study entitled "The Effect of Price, Timeliness of Delivery and Service Quality on Consumer Satisfaction in Using Shopee Express Expedition Services (Case Study on Management Study Program Students of Lamongan Islamic University)". This study is expected to not only contribute academically, but also practically in providing input to Shopee Express as a service provider to continue to improve performance and consumer satisfaction.

RESEARCH METHODS

This study uses an associative quantitative approach with the aim of testing the influence between price variables (X_1), on-time delivery (X_2), and service quality (X_3) on consumer satisfaction (Y). This approach was chosen because it is appropriate to explain the relationship between variables based on numerical data and statistical analysis Sugiyono (2017).

This research was conducted on students of the Management Study Program of the Islamic University of Lamongan (UNISLA) located at Jalan Veteran No.53A, Jetis, Lamongan District, Lamongan Regency who had used the Shopee Express expedition service. The selection of this location was done purposively, because students are active users of e-commerce services and delivery services.

The population in this study were all active students of the UNISLA Management Study Program. The sampling technique used purposive sampling, with the respondent criteria being

students who had used Shopee Express services at least twice. The number of respondents in this study was 90 students.

The type of data used in this study is primary data, obtained directly from respondents through the distribution of online questionnaires. The questionnaire was compiled using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree".

Data collection in this study was conducted using a Google Form-based questionnaire distributed online. This was done to facilitate distribution and reach respondents more widely, considering that the majority of respondents were active students who were accustomed to using digital platforms. The questionnaire was compiled in a closed manner. Before distribution, a trial was conducted to ensure the clarity of the instrument.

Each variable in this study has a specific indicator. Price (X_1) is measured through affordability, price-quality compatibility, and price comparison with other expeditions. Timeliness of delivery (X_2) is measured through speed, schedule accuracy, and reliability of time estimates. Service quality (X_3) is measured by the attitude of the courier, ease of tracking, and handling of complaints. Consumer satisfaction (Y) is measured through the level of general satisfaction, compliance with expectations, and the desire to reuse the service.

The data were analyzed using validity and reliability tests to ensure the feasibility of the instrument. Furthermore, multiple linear regression analysis was carried out to determine the effect of independent variables on the dependent variable. The t-test was used to measure the effect of each variable partially, while the F-test was used to measure the effect simultaneously. In addition, the coefficient of determination (R^2) was used to determine the contribution of the three variables to consumer satisfaction. The entire analysis process was carried out with the help of SPSS version 25 software.

RESULTS AND DISCUSSION

This study aims to determine the effect of price (X_1), punctuality of delivery (X_2), and service quality (X_3) on consumer satisfaction (Y) of Shopee Express expedition service users. Data were obtained from 90 respondents of UNISLA Management Study Program students who had used the service.

Validity and reliability test

Table 1. Test Results Reliability

Variabel	Cronbach's Alpha	Standar Reliabilitas	Keterangan
Harga (X_1)	0,842	0,60	Reliabel
Ketepatan Waktu Pengiriman (X_2)	0,867	0,60	Reliabel
Kualitas Pelayanan (X_3)	0,822	0,60	Reliabel
Kepuasan Konsumen (Y)	0,862	0,60	Reliabel

All question items in the questionnaire were tested for validity using Pearson Product Moment correlation, and the results showed that all statements had a calculated r value $>$ r table

(0.207), so they were declared valid. The reliability test using Cronbach's Alpha showed an α value > 0.60 for all variables, which means the instrument is reliable and consistent in measurement.

Multiple Regression Analysis

Table 2. Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	,608	,511		1,191	,237
	Harga	,204	,074	,273	2,740	,007
	Ketepatan Waktu Pengiriman	,253	,090	,265	2,811	,006
	Kualitas Pelayanan	,256	,075	,427	3,411	,001

$$Y = 0,608 + 0.204X_1 + 0.253X_2 + 0.256X_3$$

The Constant value is 0.608 if the price, punctuality of delivery and quality of service are not carried out, meaning ($X_1, X_2, X_3 = 0$) then consumer satisfaction is 0.608.

$\beta_1 = 0.204$, meaning the regression coefficient of the price variable x_1 is 0.204, this means that if the price is increased by 1 rupiah, consumer satisfaction will increase or increase by 0.204 assuming that other influencing variables are considered constant ($a, X_2, X_3 = 0$)

$\beta_2 = 0.253$, meaning the regression coefficient of the delivery timeliness variable X_2 is 0.253, this means that if the delivery timeliness is increased by 1 unit, consumer satisfaction will increase or increase by 0.253, assuming that other influencing variables are considered constant ($a, X_1, X_3 = 0$)

$\beta_3 = 0.256$, meaning the regression coefficient of the service quality variable X_2 is 0.256, this means that if the service quality is increased by 1 unit, consumer satisfaction will increase or increase by 0.256, assuming that other influencing variables are considered constant ($a, X_1, X_2 = 0$)

t-Test (Partial)

Table 3. t-Test (Partial)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,608	,511		1,191	,237
	X1	,204	,074	,273	2,740	,007

	X2	,253	,090	,265	2,811	,006
	X3	,256	,075	,427	3,411	,001
a. Dependent Variable: TOTALY						

The results of the t-test show that the three independent variables have a significant effect on consumer satisfaction. Price has a t-value of 2,740 with a significance of 0.007, on-time delivery has a t-value of 2,811 with a significance of 0.006 and service quality has a t-value of 3,411 with a value of 0.001. Of the three variables, service quality has the most dominant influence, indicated by the highest coefficient and t-value. This means that the better the quality of service provided, the level of consumer satisfaction with Shopee Express will also increase.

F test

Table 4. F test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	334,421	3	111,474	196,714	,000 ^b
	Residual	48,735	86	,567		
	Total	383,156	89			
a. Dependent Variable: TOTALY						
b. Predictors: (Constant), TOTALX3, TOTALX2, TOTALX1						

Based on the results of the F test, it shows that the calculated F value is 196.714 with a significance of 0.000 < 0.1, so it can be concluded that price, punctuality, and service quality simultaneously have a significant effect on consumer satisfaction.

Coefficient of Determination (R²)

Table 5. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,934^a	,873	,868	,753	,873	196,714	3	86	,000
a. Predictors: (Constant), Service Quality, Timeliness of Delivery, Price									

Based on the results of the regression analysis, the coefficient of determination (R²) value was obtained as 0.873. This shows that 87.3% of the variation in consumer satisfaction can be explained

by the variables of price, punctuality of delivery, and quality of service used in the research model. Meanwhile, the remaining 12.7% is influenced by other factors not discussed in this study.

CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that the variables of price, delivery timeliness, and service quality have both partial and simultaneous significant effects on consumer satisfaction in using Shopee Express delivery services, particularly among students of the Management Study Program at Universitas Islam Lamongan. Among these variables, service quality is the most dominant factor influencing consumer satisfaction, in line with the view that service performance is a key determinant in shaping customer perceptions and loyalty (Tjiptono, 2017).

The price variable shows a positive effect on satisfaction, indicating that consumers feel more satisfied when the price offered is in line with the quality of service received. Competitive and affordable prices are considered one of the main factors by students in choosing a delivery service.

Delivery timeliness also plays an important role in shaping consumer satisfaction. Deliveries that match the estimated schedule build trust and comfort among users. Conversely, delays or inaccuracies in delivery time can negatively affect satisfaction and reduce trust in the service provider.

Service quality is the most dominant factor affecting satisfaction. This is reflected in aspects such as the professionalism of the couriers, responsiveness to problems, and ease of tracking shipments, all of which contribute to a more satisfying service experience.

The regression model in this study explains 87.3% of the variation in consumer satisfaction ($R^2 = 0.873$), influenced by the three independent variables. The remaining 12.7% is affected by other factors not discussed in this research. These findings provide practical implications for Shopee Express to focus on improving service quality while also maintaining competitive pricing and reliable delivery, in order to enhance long-term consumer satisfaction and loyalty.

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