

Influence of Product Packaging Quality and Delivery Time on Consumer Satisfaction PT J&T Express Agent DKI Jakarta East Jakarta Region

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Abstract: This study aims to determine the effect of product packaging quality and delivery time on the consumer satisfaction of PT. J&T Express agent DKI Jakarta in the East Jakarta area. The population in this study is 300,000 consumers of J&T agent DKI Jakarta in the East Jakarta area, with a sample of 100 consumers based on the Slovin formula and use the random sampling. This study uses primary data with data collection methods through questionnaires distributed to 100 respondents. Data analysis technique using multiple linear regression analysis and using the SPSS version 26.0 program. The results show that the quality of packaging has a positive and significant effect on consumer satisfaction, with a regression coefficient 0.405 and a significant value of 0.000. On-time delivery has a positive and significant effect on consumer satisfaction with a regression coefficient value of 0.437 and a significant 0.000.

Keywords : packaging quality, timeliness, customer satisfaction

Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh kualitas kemasan produk dan waktu pengiriman terhadap kepuasan konsumen agen PT. J&T Express DKI Jakarta di wilayah Jakarta Timur. Populasi dalam penelitian ini adalah 300.000 konsumen agen J&T DKI Jakarta di wilayah Jakarta Timur, dengan sampel 100 konsumen berdasarkan rumus Slovin dan menggunakan random sampling. Penelitian ini menggunakan data primer dengan metode pengumpulan data melalui kuesioner yang dibagikan kepada 100 responden. Teknik analisis data menggunakan analisis regresi linier berganda dan menggunakan program SPSS versi 26.0. Hasil penelitian menunjukkan bahwa kualitas kemasan berpengaruh positif dan signifikan terhadap kepuasan konsumen, dengan koefisien regresi 0,405 dan nilai signifikan 0,000. On-time delivery berpengaruh positif dan signifikan terhadap kepuasan konsumen dengan nilai koefisien regresi sebesar 0,437 dan signifikan sebesar 0,000.

Kata kunci : kualitas kemasan, ketepatan waktu, kepuasan pelanggan

1. Introduction

Recently, the process of shipping goods is very often carried out by the wider community, which is very fast. The rapid growth of online sales and delivery of goods by the public has led to a high frequency of online sales and delivery of goods. Online purchases make consumers more careful in the delivery process and on-time delivery because many deliveries are satisfying in terms of packaging and on-time delivery that do not match consumer expectations. Shipping service companies in Indonesia generally serve the movement from the place of origin to the destination. The distribution of goods using delivery services is currently developing and can become one of the community's basic needs.

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According to Kent and Omar in a written journal (Dhurup, Mafini, and Dumasi 2014), packaging is a container or wrapper for a product. It can be said that the quality of the packaging can be seen from the packaging that is wrapped neatly to keep a product from being damaged during shipping.

The time of information for decision-makers when needed before the information loses the ability to influence a decision (Dzakiyuddin 2018). Conceptually, what is meant by ontime delivery is the quality of the availability of information when required or the quality of good information in terms of time (Diandi 2020).

According to Daryanto and Setyobudi (Fernandes, Agussalim, and Begawati 2021), consumer satisfaction is an emotional assessment of consumers after they use products where the expectations and needs of consumers who use them are met. It can be said concluded that performance can affect customer satisfaction because, with maximum performance is best as well as the results.

The logistics or shipping industry is currently at a stage of rapid development due to the growing competition between shipping service companies (in Anisafitri et al., 2022). One of several service companies which is well. PT J&T Express it is a technology-based expedition service provider and internet development company. The logistics company PT J&T Express does not deny that the COVID-19 pandemic that has occurred recently has had a significant impact on the industrial world, especially in the shipping service industry. With so many buying activities that consumers do online, J&T tries to maximize service products or facilities that suit the needs of today's customers.

Customer satisfaction can be felt after the customers are impressed with their experiences in purchasing goods or services from a seller or service provider with expectations that are in accordance with the customer's wishes. These expectations are formed through their first experience in buying an item or service (Kotler 2014: 150) it is a feeling of pleasure or disappointment that arises after comparing the performance of products and services that are not in accordance with customer expectations, so the customer is not satisfied and there is no customer satisfaction. Based on the preliminary description, it can be formulated in this study whether the quality of packaging and ontime delivery affect customer satisfaction at the delivery service of J&T Express East Jakarta branch.

2. Method

Sugiyono argues that the research method is used to obtain objective, valid and clear data to be easy to find (Iman Chaerudin 2017). The quantitative method is a science related to the procedures (methods) of data collection, data analysis, and interpretation of the results of the analysis to obtain information to determine conclusions and make decisions. This research conducted a survey using a questionnaire as a data collection instrument, and the results are processed with SPSS version 26.0 software. The population in this study was the customers of PT. J&T Express which were around 300.00 people in the period from May to June 2022. In determining the size of the sample in this

study, it is based on calculations using the Slovin formula with an accuracy limit or margin of error of 10%, as follows:

$$n = \frac{N}{1 + Ne^2}$$

Information:

n = Sample size or number of respondents

N = Population size

E = Percentage of allowance for accuracy of sampling error that can still be tolerated, e = 0.10

So the range of samples that can be taken from the Slovin technique is 10% of the research population. The total population in this study is 300,000, so the allowance used is 10%, and the results can be rounded up to achieve conformity. So to find out the research sample with the following calculations:

$$\begin{aligned} n &= \frac{300.000}{1 + (300.000(0,10)^2)} \\ &= \frac{300.000}{1 + (300.000(0,010))} \\ &= \frac{300.000}{1 + 3.000} \\ &= \frac{300.000}{3.001} \\ &= 99,96 \text{ rounded up to } \mathbf{100 \text{ respondents}} \end{aligned}$$

In this study, the measurement scale used to measure the research variables is the Likert scale. According to (Sugiyono 2018) the Likert scale is used for measuring attitudes, income, and perceptions of a person or group of people about social phenomena. By using a Likert scale, respondents' answers to each statement item submitted have a gradually strong disagree to strongly agree related to packaging quality, delivery ontime, and consumer satisfaction.

These answers can be scored as follows:

Strongly Disagree (STS): score 1

Disagree (TS): score 2

Neutral (N): score 3

Agree (S): score 4

Strongly Agree (SS): score 5

3. Discussion and Result

The results of the validity test state that all statement items for the consumer quality variable (X_1) delivery time (X_2) and customer satisfaction (Y) are valid because the result r_{count} is more than the r_{table} (0.195). Meanwhile, the reliability test results show that all variables in this study have Cronbach's alpha value > 0.60, so all measuring concepts for each variable from the questionnaire are declared reliable.

Multiple Linear Regression Test Results

Table. 1.1 Multiple linear regression

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. error	Beta	
1	(Constant)	3,758	3,107		,229
	Packaging Quality	,533	,117	,405	,000
	Delivery Time	,473	,096	,437	,000

a. Dependent Variable: Consumer Satisfaction

Source: SPSS Output 26. Coefficients, Linear Regression. Processed 2022

$$Y = 0.045X_1 + 0.437X_2$$

Information :

Y = Consumer Satisfaction

X_1 = Packaging Quality

X_2 = On Time Delivery

Model Feasibility Test Results

a. F Uji test

The results of the simultan or F test, show that a F value is 73.042 with a sig value is 0.000. Based on these data, the significance value is $0.000 < 0.05$. So it can be concluded that in this study, the model is said to be significant and feasible to use based on the sig value obtained, that all independent variables can explain any change in the value of the dependent variable because it has a significant influence.

Model Summary				
Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,775 ^a	,601	,593	3,696

b. Coefficient of Determination (R²)

The R² test's value of the coefficient of determination (R²) is 0.601. This means that 60.1% of the variables of consumer satisfaction can be explained by the variables of packaging quality and delivery time, while 39.9% are explained by other factors outside the regression model analyzed in this study.

t-test (Research Hypothesis Test)

Table 1.2 t-test

a. Dependent Variable: Consumer Satisfaction

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	3,758	3,107		1,209	,229
Packaging Quality	,533	,117	,405	4,542	,000
Ontime Delivery	,473	,096	,437	4,910	,000

Source: SPSS output 26. Coefficients, linear regression. Processed 2022.

The test results in the table above show that the t-count value on the packaging quality variable (X₁) is 4.542 with a significant value of 0.000, so the t-table value ($\alpha = 0.05$) is 1.984 because the t-count value ($4.542 > 1.984$) with a significant level ($0.000 < 0.05$), in short H₀ is rejected and H_a is accepted, which means that there is a positive and significant effect between packaging quality (X₁) on consumer satisfaction (Y).

Based on the test results in the table above, it shows that the t-count value on the on time delivery variable (X₂) is 4.910 with a significant value of 0.000, so the t-table value ($\alpha = 0.05$) is 1.984 because the t-count value ($4.910 > 1.984$) with a significant level ($0.000 < 0.05$), it can be stated that H₀ is rejected and H_a is accepted, which means that there is a positive and significant effect between on time delivery (X₂) on consumer satisfaction (Y).

Discussion

The Effect of Packaging Quality (X₁) on Consumer Satisfaction (Y)

The research show, it is obtained that the results of packaging quality consisting of indicators of material, logo and label, size, and packaging attractive have a positive and significant effect on consumer satisfaction. This is proved by the result of t-test test of the packaging quality variable on consumer satisfaction, show the t-test of 4.542.

The regression coefficient is 0.405, and the significant value is 0.000, which is smaller than 0.05. This positive influence means that the higher the quality of packaging provided by the company,

the higher the consumer satisfaction and vice versa. The lower the quality of packaging provided by the company, the lower the consumer satisfaction.

The Effect of On time Delivery (X₂) on Consumer Satisfaction (Y)

The results of ontime delivery which consists of indicators of guarantee, price suitability, and responsibility, has a positive and significant effect on consumer satisfaction. The t-test of the on time delivery variable evidences this on consumer satisfaction with t-count of 4.910. The regression coefficient is 0.437, and the significant value is 0.000, which is smaller than 0.05. This positive influence means that the higher the on time delivery given by the company, the higher the consumer satisfaction, the lower the on time delivery, the lower consumer satisfaction.

4. Conclusion

The results of this study are that the variables of packaging quality and on time delivery have a positive and significant effect on customer satisfaction, this is proven by the T-test (hypothesis) t count > t table, and a significant value of 0.000 which is smaller than 0, 05 and has a strong relationship with the contribution of the influence of 60.1%, the remaining 39.9% is explained by other factors outside the regression model analyzed in this study.

J& T Express packaging quality needs to focus on the attractiveness of packaging design because it has the lowest value. To sum up advisable to make a better and unique design so that the consumers do not turn to other competitors and the design itself must be a concern to be improved to increase consumer satisfaction.

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