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ANALYSIS OF DELIVERY DELAYS ON CUSTOMER SATISFACTION IN THE WATERBAS REFILL WATER BUSINESS

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Abstract

This study aims to determine the effect of delivery delays on customer satisfaction at the WATERBAS refill water business located in Pondok Aren District, Pondok Karya Sub-district. The research employed a descriptive qualitative method with data collected through interviews with seven active WATERBAS customers. The results show that most customers have experienced delivery delays, mainly due to bad weather and high delivery demand. Nevertheless, customers remain satisfied due to the good water quality, affordable prices, and friendly service. Delivery delays were found to reduce the level of satisfaction, but their impact can be minimized through effective communication and confirmation from the business. Overall, WATERBAS is able to maintain customer satisfaction and loyalty through consistent and professional service quality.

Keywords: Delivery delay, Customer satisfaction, Service quality, Customer loyalty

Introduction

Customer satisfaction is one of the main factors that determine the success of a business, especially in the service sector. In the context of the refill water business, customer satisfaction is not only influenced by the quality of the water produced, but also by the timeliness of the delivery process. Delays in delivery can cause inconvenience for customers, especially for those who are highly dependent on the availability of water every day. WATERBAS, as a refill water business located in Pondok Aren District, Pondok Karya Village, serves various levels of society by offering clean, affordable, and easily accessible drinking water products through delivery services. However, as the number of customers and delivery activities increase, several obstacles begin to emerge, such as delays in delivery, which have the potential to reduce the level of customer satisfaction.

Theoretical Framework

Delivery delay is an independent variable indicating that goods are not delivered on time according to the promised schedule. Indicators of delivery delay can include delivery timeliness, delivery response speed, and reliability in meeting delivery schedules. According to Sari & Widiastuti (2020), timeliness is a key factor in creating customer satisfaction.

Customer satisfaction is a dependent variable that measures the level of consumer satisfaction with the service received, in this context, refill water delivery services. Customer satisfaction indicators include perceptions of service quality, service speed, complaint handling, and product suitability to customer needs. Alam et al. (2019) emphasize the importance of a quick response and effective communication to improve customer satisfaction. A study by Rahayu & Sari (2019) also confirms that the quality of delivery services and complaint handling are important factors in increasing customer satisfaction. Therefore, delays in delivery, which are a major disruption, can reduce customer satisfaction levels in refill water businesses like WATERBAS.

Several previous studies have shown that social media promotion has a significant impact on consumer behavior. Research by Morissan (2020) explains that attractive advertising and integrated marketing communications, when consistent with service quality, can increase consumer trust and purchase intention. Meanwhile, Rahmawati (2021) emphasizes that word-of-mouth promotion remains the most effective strategy for small and medium enterprises in building customer loyalty.

Research Method

This study uses a descriptive qualitative approach to deeply understand customers' experiences and perceptions of late delivery at the WATERBAS refill water business and its impact on their level of satisfaction.

According to Sugiyono (2019), qualitative research aims to understand the meaning behind individual behavior, actions, and responses to a phenomenon contextually and in-depth. Therefore, this study focuses on how customers interpret late deliveries and how this affects their satisfaction with WATERBAS services.

Data analysis was conducted in three stages, as explained by Sugiyono (2019):

1. Data reduction – sorting and simplifying information from customer interviews and observations.
2. Data presentation – organized into narrative descriptions that describe customer responses to WATERBAS delivery delays and service quality.
3. Conclusion drawing and verification – interpreting the meaning of the data and ensuring the validity of the results through triangulation of sources and methods.

This approach provides a comprehensive overview of how delivery delays affect customer satisfaction and the extent to which service quality can maintain customer loyalty to the WATERBAS refill water business.

In another sense, data collection according to Effendy, A.A (2025) is collecting data at the research location by conducting observations, interviews, and documentation by determining the data collection strategy that is considered appropriate and to determine the focus and depth of the data in the next data collection process.

Results And Discussion
Research Findings

Respondent Name	Have you ever experienced delays?	Response to delays	Reasons to keep using WATERBAS
Customer 1	Ever (especially during heavy rain)	A little disappointed that the water needs were delayed	Clean and clear water, affordable prices
Customer 2	Several times	Understand due to road and weather conditions	Clean gallon and friendly service
Customer 3	Once upon a time	Just be patient, hoping for confirmation	Good and polite service
Customer 4	Once	A bit disappointed because the order at night arrived in the afternoon	Long time subscriber, good water quality
Customer 5	Often	Not satisfied because it is not according to schedule	Cheap prices and clean water
Customer 6	Once upon a time	No problem as long as it is confirmed	Good water quality and polite service
Customer 7	Rarely late	Very satisfied because of the fast response	Close to home and good service

Based on interviews with seven regular WATERBAS customers, it can be concluded that delays in refill water delivery have been experienced by most customers, mainly due to external factors such as rainy weather, traffic jams, and high order volumes. Nevertheless, the level of customer satisfaction is generally still quite good. This is evident from the reasons why customers remain loyal to WATERBAS services because of the clean and clear water quality, hygienic gallons, affordable prices, and the polite and friendly attitude of the staff. Some customers also showed tolerance for delays as long as there was communication or confirmation from WATERBAS. However, a small number of customers expressed dissatisfaction when delays were not accompanied by notification, as this could disrupt their daily air needs. Thus, aspects of communication and punctuality of delivery are important factors that need to be improved to maintain customer satisfaction.

Discussion

The results of this study indicate that late delivery has an impact on customer satisfaction levels, but the impact is not too significant because customers still rate other aspects of WATERBAS's service highly. Based on the theory of service quality (Parasuraman, Zeithaml, & Berry, 1988), the dimensions of reliability and responsiveness are important factors in shaping customer satisfaction.

In practice, WATERBAS is considered quite reliable in maintaining water quality and always strives to respond quickly to delivery issues. The friendly, polite attitude and open communication from staff are key reasons why customers remain loyal, despite occasional delays. This aligns with Handayani's (2021) opinion, which states that good communication and service can mitigate the negative impact of delays on customer satisfaction.

Conclusion

Based on the research results, it can be concluded that delivery delays impact customer satisfaction levels, but the impact is not significant because customers still rate other aspects of WATERBAS's service positively.

Clean water quality, affordable prices, and the friendly and courteous attitude of staff are key factors that maintain customer loyalty. Good communication and prompt confirmation of delays also help mitigate customer frustration.

Overall, WATERBAS maintains customer satisfaction, although improvements are needed in terms of delivery timeliness to optimize service.

Suggestions

Based on the research results, it is recommended that the WATERBAS refill water company improve its delivery time management to minimize delays. More efficient scheduling and delivery routes will help maintain on-time service. Furthermore, WATERBAS should provide confirmation or notification to customers if delays occur, ensuring they feel valued and understand the situation.

WATERBAS also needs to maintain water quality and the friendly and courteous attitude of its staff, as these aspects have proven to be key reasons for customer loyalty, despite occasional delays. To maintain ongoing customer satisfaction, it is also recommended that the business conduct regular service evaluations and receive customer feedback as a basis for future improvements. This way, WATERBAS can continuously improve service quality and strengthen customer trust and loyalty.

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