

ANALYSIS OF THE EFFECT OF DELIVERY DELAYS ON TOKOPEDIA CUSTOMER SATISFACTION AMONG STUDENTS IN SOUTH TANGERANG CITY

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ABSTRACT

This study aims to analyze the effect of late delivery on Tokopedia customer satisfaction among university students in South Tangerang City. The method used was quantitative, with questionnaires distributed to 100 respondents and simple linear regression analysis using SPSS 27. The results showed that late delivery significantly impacted customer satisfaction, with a significance value of $0.000 < 0.05$ and a coefficient of determination (R^2) of 0.486. This means that 48.6% of customer satisfaction is influenced by late delivery, while the remainder is influenced by other factors. Therefore, timely delivery is a crucial factor in increasing Tokopedia user satisfaction and loyalty.

Keywords: Late Delivery, Customer Satisfaction, Tokopedia.

Introduction

Consumer behavior has changed significantly due to advances in digital technology. The real development is the increasing use of e-commerce as a means of online shopping. According to data from the Ministry of Trade, e-commerce transactions in Indonesia are trending upwards, reaching IDR 512 trillion in 2024, a 12-fold increase compared to the IDR 42.2 trillion seven years earlier. This figure is also higher than Bank Indonesia's (BI) projection of IDR 487 trillion.

Tokopedia, one of the largest e-commerce platforms in Indonesia, is a consumer favorite due to its ease of transactions, wide product selection, and extensive delivery system. However, despite this convenience, timely delivery remains a critical component of customer satisfaction.

According to Kurniawan, et. al. (2025) delivery timeliness is the agreement between the predetermined estimate and the time the goods arrive at the customer. Factors influencing timeliness include the choice of transportation service and the type of delivery route. The timeliness dimension encompasses the timely arrival of goods on schedule and the accuracy of the delivery process.

Consumers using online shopping platforms frequently complain about delivery delays. Consumers judge products not only by the quality of the goods received but also by the speed and timeliness of delivery. This is especially true for students who urgently need goods for academic and personal purposes.

Consequently, delivery delays can directly impact consumer satisfaction and user perceptions of the Tokopedia platform.

According to Kurniawan, et. al. (2025) consumer satisfaction is a feeling of contentment that arises when consumer expectations are met through the product or service received. Factors influencing customer satisfaction include product quality, price, service quality, emotional aspects (trust), and cost. Its dimensions include meeting expectations, intention to reuse the product/service, and willingness to recommend it to others.

In South Tangerang, known for its large student population and digital activities, the phenomenon of late deliveries is interesting to study. As active consumers on e-commerce platforms, students have different ways of expressing their satisfaction with the services they use.

Therefore, the purpose of this study is to determine the extent to which late deliveries affect Tokopedia customer satisfaction among students in South Tangerang. The results are also expected to help Tokopedia improve its delivery services and serve as a basis for further research on customer satisfaction in the e-commerce industry.

Theoretical Framework

Service Quality

According to Tjiptono in Izzuddin & Muhsin (2020) service quality is the effort to deliver services to meet consumer needs and desires, as well as the accuracy of delivery to match consumer expectations. Consumer expectations are the consumer's beliefs before trying or purchasing a product, which are used as a benchmark for assessing the product's performance.

Meanwhile Gronroos in Sigit & Solihah (2017) defines service quality as the result of a comparison between customer expectations and actual service performance. In other words, there are two main factors that influence service quality: expected service (the expected experience) and perceived service (the service received).

From these two opinions, it can be concluded that service quality depends on the precision, clarity, and ability of the service provider to deliver services according to customer expectations. In other words, a service is considered quality if it meets or exceeds customer expectations.

Consumer Satisfaction

According to Irwansyah & Mappadeceng (2018) customer satisfaction is the basic level of consumer feelings about a service or product quality obtained by comparing what is received with expectations, according to consumer needs.

Meanwhile according to Thungasal & Siagian (2019) customer satisfaction is one of the benchmarks of a company's success, which will impact sales levels. When

consumers are satisfied, they are more likely to stick with the product being marketed, which will foster customer loyalty.

The Relationship Between Service Quality and Consumer Satisfaction

Kotler, as cited in Apriyani (2017), argues that there is a strong relationship between production and service, customer satisfaction, and company profitability. Higher levels of service quality lead to higher levels of customer satisfaction.

According to Achmad, as cited in Apriyani (2017), higher levels of service quality lead to higher levels of customer satisfaction and support higher prices and lower costs.

From these two perspectives, it can be concluded that service quality has a positive relationship with customer satisfaction and company performance. Customer satisfaction levels will increase along with better service quality, which in turn can increase company profitability, enable companies to set higher prices, and serve customers more efficiently.

Method

In this study, the population included all students in South Tangerang who use the Tokopedia platform. The population in this study is large and the exact number is unknown. This study has an uncertain and variable sample size. Therefore, the sample size was determined using the Rao Purba formula.

In this case, the researcher used a 95% confidence level with a 10% margin of error. The 95% confidence level is a standard requirement often recommended by researchers. The formula is as follows:

$$n = \frac{Z^2}{4 + (M_{oe})^2}$$

Description:

N = Sample size

Z = 95% confidence level in determining the sample size = 1.96

Moe = Margin of error or maximum tolerable error here is set at 10%

With this formula, it can be seen that the minimum sample size that must be achieved in this study is:

$$n = \frac{1,96^2}{4(0,10)^2}$$

$$n = 96,04$$

Based on this formula, the minimum sample size for a population of 96.04 people, rounded up to 97 respondents, is 97. Therefore, the minimum sample size used is 97 respondents, but the sample size used in this study is 100 respondents.

In this study, the sample used must meet the following criteria:

1. Students studying in South Tangerang.
2. Have a Tokopedia app and account.
3. Have made at least one purchase on the Tokopedia platform.

This study uses a questionnaire. The questionnaire will be distributed directly to students studying in South Tangerang who meet the criteria and have made at least one purchase on Tokopedia. The questionnaire will be distributed via Google Forms. This study uses Simple Linear Regression Analysis, conducted using IBM SPSS version 27.

Results

Regression Test

The results of the Simple Linear Regression Analysis test of the variable of late delivery on consumer satisfaction are shown in the table below.

Table 1 Simple Linear Regression Test Results

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	11.490	2.648		4.340	.000
	X1	.691	.072	.697		

a. Dependent Variable: Y

Source: SPSS results (processed primary data)

Based on the test results in the table above, the regression equation $Y = 11,490 + 0.691 X1$ can be obtained. From this equation, the following conclusions can be drawn:

- a. The constant value of 11,490 means that if the delivery delay variable (X1) is absent or has a value of zero, then there is a customer satisfaction score (Y) of 11,490 points.
- b. The regression coefficient value of delivery delay (X1) is 0.691 (positive). This means that if the constant remains constant and there is no change in the delivery delay variable (X1), then every 1 unit increase in the delivery delay variable (X1) will result in a 0.691 point increase in customer satisfaction (Y).

Correlation Coefficient Test

The results of the Correlation Coefficient test of the delivery delay variable on consumer satisfaction are shown in the table below:

Table 2 Results of Correlation Coefficient Test

		Correlations ^b	
		X1	Y
X1	Pearson Correlation	1	.697**
	Sig. (2-tailed)		.000
Y	Pearson Correlation	.697**	1
	Sig. (2-tailed)		.000

**. Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS results (processed primary data)

Based on the test results in the table above, a correlation coefficient of 0.697 was obtained, falling within the range of 0.600 to 0.799. This means that the variable of late delivery has a strong partial relationship with customer satisfaction.

Coefficient of Determination Test

The results of the Coefficient of Determination test for the variable of late delivery on customer satisfaction are shown in the table below:

Table 3 Results of the Determination Coefficient Test

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.697 ^a	.486	.480		3.860

a. Predictors: (Constant), X1

Source: SPSS results (processed primary data)

Based on the test results in the table above, the coefficient of determination value was obtained as 0.486, so it can be concluded that the variable of late delivery has an effect on the consumer satisfaction variable of 48.6%, while the remaining (100-48.6%) = 51.4% is influenced by other factors that were not researched.

Partial Hypothesis Test (t-Test)

The results of the partial hypothesis test (t-test) of the variable of delivery delays on customer satisfaction are shown in the table below:

Table 4. Results of the Partial Hypothesis Test (t-test)

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
Model	B	Std. Error	Beta			
	1 (Constant)	11.490	2.648		4.340	.000
	X1	.691	.072	.697	9.620	.000

a. Dependent Variable: Y

Source: SPSS results (processed primary data)

Based on the test results in the table above, the calculated t value is obtained $> t$ table or ($9,620 > 1.985$). This is also strengthened by a significance value of <0.050 or ($0.000 <0.050$). Thus, H_0 is rejected and H_1 is accepted, this shows that there is a significant influence between Delivery Delays on Tokopedia Consumer Satisfaction among South Tangerang City Students.

Conclusion

A study of 100 students in South Tangerang City showed that late delivery significantly impacts Tokopedia customer satisfaction. The regression analysis revealed a 0.691-point increase in the variable of late delivery on customer satisfaction, with a significance level of 0.000 (<0.05), indicating a statistically significant relationship.

The correlation coefficient of 0.697 indicates a strong and positive relationship between late delivery and customer satisfaction. Furthermore, the coefficient of determination (R^2) of 0.486 indicates that late delivery accounts for 48.6% of the variation in customer satisfaction, while other factors such as price, customer service, product quality, and trust in the platform account for 51.4% of the variation.

Therefore, it can be concluded that timely delivery is a critical component influencing Tokopedia customer satisfaction, particularly for students who value speed and peace of mind when shopping online. Tokopedia is expected to improve its logistics and delivery communication systems to reduce delays and increase customer trust.

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