
FACTORS INFLUENCING THE USE OF DELIVERY SERVICES: A STUDY OF SERVICE QUALITY, TIMELINESS, AND SOCIAL MEDIA

Heri Prasetyo¹,

Universitas Cokroaminoto, Yogyakarta, Indonesia

heriprasetyo0017@gmail.com

Sudarwati²,

Universitas Cokroaminoto, Yogyakarta, Indonesia

sudarwati@gmail.com

Eko Giyartiningrum³

Universitas Cokroaminoto, Yogyakarta, Indonesia

ekogiyarti@gmail.com

Abstract

The purpose of this study was to see the effect of service quality (X1), timeliness of delivery (X2), and social media promotion (X3) on the decision to use goods delivery services (Y) at PT. Yogyakarta Logistics Achievement Forum. Data was collected by distributing questionnaires to 75 customers. The sampling technique used was purposive sampling. The method of analysis is the multiple linear regression test, simultaneous significance test (F test), partial significance test (t-test), and coefficient of determination test (R²). It was found that X1, X2, and X3 partially and simultaneously have a significant influence on the decision to use services. The coefficient of determination (R²) shows the quality of service, timeliness of delivery, and promotion of social media which can be explained by the service use decision variable of 79.3%. The coefficient of the variable that most influences the decision to use the service is the variable on the time of delivery.

Keywords: Service Quality, Timeliness, Promotion, Service Usage Decisions

INTRODUCTION

In the current era of globalization, the need for shipping services has increased quite rapidly. Delivery services are part of consumer needs, consumers tend to want something fast, easy, safe, and practical in terms of shipping goods. Increasing consumer needs, as well as the development of an online shop or e-commerce business, show the high enthusiasm of consumers for goods delivery services.

One of the challenges faced by competition between providers of freight forwarding services is getting more challenging due to the increase in new providers of freight forwarding services. With the existence of freight forwarding services from one city to another, it becomes more accessible, besides that trust, convenience, and quality of service in the process of shipping goods are some of the main requirements in meeting consumer satisfaction and maintaining consumer trust. Therefore, these conditions must be carried out to support the decision process to use the delivery service chosen by the next consumer.

The decisions taken by consumers in determining freight forwarding services are not an easy process, because they must be selective in sorting and determining which shipping services are reliable, reasonable, and on time (Krisnawati, 2017). Because even the slightest delay can be very detrimental to consumers, and this can make consumer decisions in choosing and deciding to use the expedition service disappear and switch to other shipping services.

One of the efforts of freight forwarding companies in attracting consumer interest is in terms of service quality, which is key in a service business and supports how the service will be provided and provides satisfaction for consumers who have chosen to use the goods delivery service. Fandy Tjiptono argues that service quality is a dynamic condition that includes services, processes, products, and the environment as an effort to meet the needs or desires of consumers as well as delivery to meet what has been expected by consumers (Tjiptono, 2010: 61).

In addition to service quality, another important factor influencing purchasing decisions is timeliness. According to Chariri and Ghazali (2016), punctuality is defined as the utilization of information by decision-makers before the information loses its capacity or ability to make decisions. The information must be available for decision-making before the

information loses the opportunity to influence decision-making, while according to Mahendra Arief (2020), timeliness is the time of service in fulfilling orders for goods and services.

The existence of several competitors within the scope of the same goods delivery industry will make consumers more observant in determining the services to be used and what quality the company expects. However, several problems are often experienced by expedition service companies, namely negligence when delivering goods so that the goods are delivered late and do not match the target, sometimes the goods sent are lost or confused so that consumers are disappointed with the quality of service provided. The impact that will occur because of this problem is that customers turn to look for other service companies and are reluctant to reuse goods delivery services at the company.

The management of freight forwarding services still needs to consider and improve the quality of the services provided to consumers by offering quite competitive prices compared to similar businesses, and security of goods so that conditions remain the same when sent and arrived. PT. Wahana Prestasi Logistik Yogyakarta is an official company and has legality, already has permanent cooperation with several large companies, has trained employees, and has fast transaction services. This step is taken so that consumers can choose to use goods delivery services through PT. Wahana Prestasi Logistik Yogyakarta in sending their packages.

The many choices of freight forwarding service providers make each company vie to attract customers' hearts. Among them by maintaining service, good brand image, and massive promotion. Changes in customer behavior in choosing delivery services make a lot of research carried out to find information about what variables affect the decision to use shipping services. Therefore, the researcher wishes to find the effect of logistics service quality, delivery timeliness, and social media marketing on the decision to use and customer satisfaction with freight forwarding services.

REVIEW OF LITERATURE

Service Quality

One of the efforts made by shipping service companies to attract customers is through service quality, which is the key to a service business and supports how the service will be delivered, as well as providing satisfaction to customers who have chosen to use the shipping service. Fandy Tjiptono states that service quality is a dynamic condition that encompasses services, processes, products, and environments in an effort to meet the needs or desires of consumers and to deliver what is expected by consumers (Tjiptono, 2010: 61).

Besides service quality, another equally important factor influencing purchasing decisions is timeliness. According to Chariri and Ghozali (2016), timeliness is defined as the utilization of information by a decision-maker before that information loses its capacity or ability to influence the decision. Information must be available for decision-making before it loses the opportunity to influence the decision, according to Mahendra Arief (2020), timeliness refers to the service time in fulfilling orders for goods and services.

The existence of numerous competitors within the same shipping industry will make consumers more discerning in choosing the services they will use and the quality of service they expect from companies. However, there are several problems that shipping companies often face, such as negligence during the shipping process, resulting in late deliveries and deviations from the target. Sometimes, the goods being shipped are lost or misplaced, leading to customer dissatisfaction with the service quality provided. The impact of these problems is that customers will switch to other service companies and be reluctant to use the same shipping services again.

The existence of competition in business efforts to capture the market and increase sales has brought about a positive change in the business world, as they compete to provide the best service for each customer. This has changed the perception of many people who initially adhered to the philosophy of product and sales to a marketing philosophy. In the marketing process, service quality becomes very crucial because it is the dominant factor in creating customer satisfaction or dissatisfaction.

Batinggi and Badu (2009) state that, based on the Indonesian General Dictionary, the root word of '*pelayanan*' (service) is '*layan*' and its verb form is '*melayani*', meaning to help,

to provide everything that others need. Meanwhile, S. Lukman and Moenir in Batinggi and Badu (2009) also state that 'service is an activity or sequence of activities that occur in direct interaction between one person and another or a machine physically and provides customer satisfaction'.

Meanwhile, according to Gronroos, service is an activity or a series of intangible activities that occur as a result of interaction between consumers and employees or other elements provided by the service company, aimed at solving customer problems (Ratminto, 2005).

In other words, service is an effort to meet customer expectations in terms of the speed of handling complaints and friendliness towards customers. Service is the key to success in various aspects of business or activities in the service sector (Batinggi and Badu, 2009).

Service will be very determined in every activity in society if there is competition. It could be that the products sold or the services offered are the same, but why can the response from the community be different? All of that is caused by the different customer service provided. Prasajo, in Batinggi and Badu (2009), stated that "service is a response to managerial needs that will only be met if the service user gets the product they want.

Good service quality is a priority for every company. They compete to provide better, friendlier service and bring the company closer to its customers. Optimal service quality can be achieved with the support of employee job satisfaction. This is because when carrying out their duties, employees feel happy or have positive emotions at work (Katili and Prasetyo, 2021).

Timeliness of Delivery

According to Aminah (2017: 50), timeliness is defined as "the supplier's ability to deliver on time in minimum batches. Then an evaluation begins based on the distance between the supplier and the company, their production capacity, and the historical skill of workers to deliver on time". Furthermore, according to Sakti and Mahfudz (2018: 3), timeliness is very important, considering that the accuracy of delivering ordered products will be a significant factor in increasing customer satisfaction.

Yuniarti (2018: 2) states that timeliness is used as a predetermined standard, and vehicles arrive, depart, or pass at a specified place and time. Timeliness is also an important factor in providing relevant information. According to Hafizha (2019: 2), timeliness is defined as the time from when a customer purchases a product until the product reaches the customer. Timely delivery to meet customer demand is the only useful variable in increasing customer trust in the company so that consumers will feel that their desires and expectations of using the service are fulfilled, thus creating customer satisfaction.

Based on the researcher's understanding, it can be concluded that the meaning of timeliness is that a delivery process that has been carried out must be in accordance with the specified date and time, so as not to trigger customer complaints.

Social Media Promotion

According to Sigit (2002: 53), promotion is a communication used by marketers to convey information, persuade, and remind consumers about products, services, images, or ideas, so that consumers can make purchases according to the marketer's desires.

According to Gitosudarmo (2000: 237), promotion is an activity aimed at influencing consumers to recognize the products offered by businesses to consumers so that consumers are happy and buy the product. So, the meaning of promotion is an effort to inform or offer products and services to attract potential consumers to buy or use them.

The process of promotional communication develops successful marketing strategies that are essentially communication problems. All promotions are received by consumers as information that exists in their environment. First, consumers must be exposed to promotional information, and then they enter into promotional communication and understand its meaning. Finally, the knowledge, meaning, and beliefs gained about the form of promotion they receive will be integrated with other knowledge to create attitudes and make purchase decisions (Peter and Olson, 2014: 202). So, promotion must influence not only the consumer's condition but also their behavior. The goals of product or service companies can be achieved if consumers perform certain behaviors, including buying products or using services.

According to McQuail (2011: 17), social media is an information habit and a shift in people's roles in the process of reading and disseminating information supported by web

technology. Social media empowers people to become disseminators of information. Social media is a shift in the dissemination of information from a broadcast mechanism (one-to-many) to a many-to-many mechanism.

Purchase Decision

A purchase decision is one of the stages in the purchase decision process that precedes post-purchase behavior. In entering the purchase decision stage, consumers have already been faced with several choices, so at this stage, consumers will take action to decide to buy a product based on the chosen options. According to Kotler & Armstrong (2016), a purchase decision is part of consumer behavior, which is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

Buchari Alma (2016) stated that a purchase decision is a consumer decision influenced by economic, financial, technological, political, cultural, product, price, location, promotion, physical evidence, people, and process factors. This forms an attitude in consumers to process all information and draw conclusions in the form of a response as to what product to buy. Machfoedz (2014) stated that a purchase decision is a process of evaluating and selecting various alternatives according to specific interests by determining a choice that is considered the most advantageous.

The decision to buy a product, whether goods or services, arises from both internal emotional drives and external influences. The purchase decision process is a basic psychological process that plays an important role in understanding how consumers make their purchase decisions. Therefore, to arouse such feelings, it must also be triggered by good quality service so that such feelings can occur.

RESEARCH METHOD

The population in this study were all patient customers at PT. Wahana Prestasi Logistik Yogyakarta averages 100 people per month. The sample used in the study were some of the patient's customers at PT. Wahana Prestasi Logistik Yogyakarta which follows the criteria of the research sample. The sample was calculated using the Slovin formula with an error rate of 5%. To calculate the number of samples as follows:

$$n = \frac{N}{1+N(e)^2}$$

$$n = \frac{100}{1+100(0,05\%)^2}$$

$$n = \frac{100}{1,25}$$

$$n = 80 \text{ respondent}$$

So, the number of samples used for this study was 80 respondents. In this study, the independent variables are service quality (X1), delivery timeliness (X2), and social media promotion (X3), while the dependent variable is the decision to use goods delivery services (Y).

The data collection technique in this study used the instrument used to collect data, namely a closed questionnaire in the form of a written statement, which was given to the respondent to be filled in according to the actual situation. The questionnaire in this study is in the form of a rating scale, in the form of statement items followed by columns indicating the levels: Strongly Agree (SS), Agree (S), Doubtful (R), Disagree (TS), Strongly Disagree (STS). Each statement answered by the respondent has a value listed below: Strongly agree: Score 5, Agree: Score 4, Indecisive: Score 3, Disagree: Score 2, Strongly Disagree: Score 1. The data analysis technique used in this research is multiple linear regression analysis. Multiple linear regression analysis is an analysis that is used to obtain a comprehensive picture of the influence between the variables of net income, other comprehensive income, and business fields on the independence of corporate funding by using the SPSS version 25 program.

RESULTS AND DISCUSSION

Frequency Distribution by Gender

Table 1
Distribution of Characteristics of Respondents by Gender at PT. Yogyakarta Achievement Logistics Vehicle

Age	N	f (%)
Male	34	42,5
Female	46	57,5
Total	80	100

Source: Research Primary Data

Based on table 1 above, shows that 80 respondents at PT. Wahana Logistik Prestasi Yogyakarta found that most of the 46 respondents (57.5%) were women.

Frequency Distribution by Age

Table 2
Distribution of Characteristics of Respondents by Age at PT. Yogyakarta Achievement Logistics Vehicle

Age (years)	N	f (%)
21-30	31	38,8
31-40	22	27,5
41-50	27	33,7
Total	80	100

Source: Research Primary Data

Based on table 2 above, shows that 80 respondents at PT. Wahana Prestasi Logistik Yogyakarta was obtained mostly, namely, 31 respondents (38.8%) aged 21-30 years.

Frequency Distribution by Occupation

Table 3
Distribution of Characteristics of Respondents by Occupation at PT. Yogyakarta Logistics Achievement Vehicle

Occupation	N	f (%)
Government employees (PNS)	24	30
Private	19	23,8
Entrepreneur	37	46,3
Total	80	100

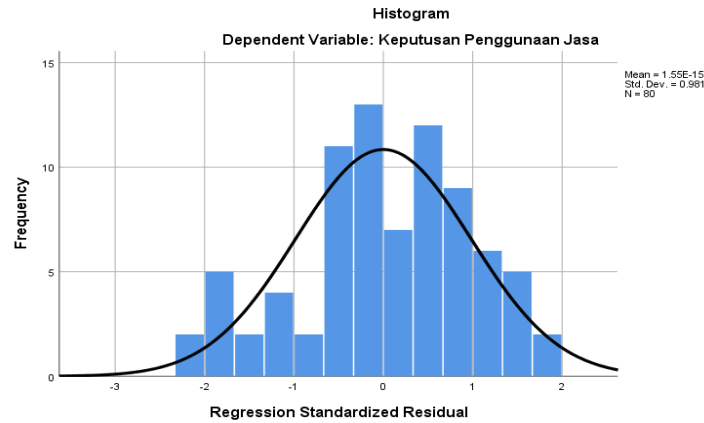
Source: Research Primary Data

Based on table 3 above, shows that 80 respondents at PT. Wahana Logistik Logistik Yogyakarta found that most of the 37 respondents (46.3%) worked as entrepreneurs.

Classic Assumption Test

Normality Test

The following are the results of the histogram graph test and normal probability plot shown in Figures 1 and 2 below:



Source: SPSS Output, 2022

Figure 1

Histogram Graph Normality Test Results

The first normality test uses graphical analysis. Based on Figure 1 the results of the normality test of the histogram graph show the peak point is right in the middle of the histogram, the graph does not deviate to the left or deviate to the right, this shows a normal distribution pattern, so it can be concluded that the histogram graph shows a regression model that meets the assumption of normality.

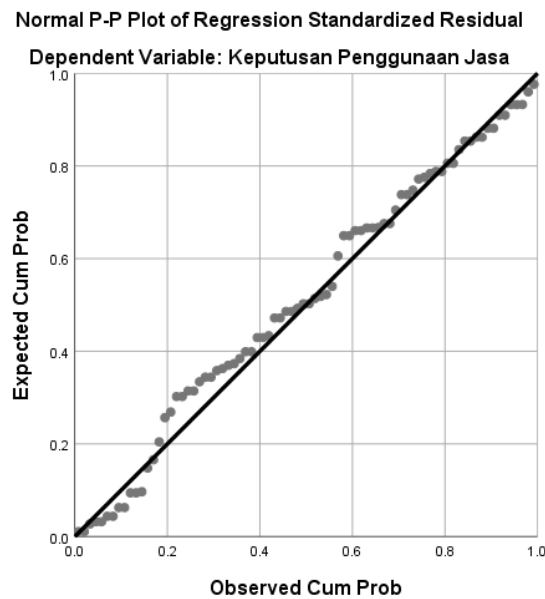


Figure 2

Probability Plot Results

Source: SPSS Output, 2022

Based on Figure 2, the results of the normal probability plot test can be seen that the analyzed data is normally distributed because the image has met the basis for decision-

making, namely, the data spread around the diagonal line and follows the direction of the diagonal line showing a normal distribution pattern, then the regression model meets the assumption of normality.

Multicollinearity Test

Multicollinearity test to test whether there is a perfect intercorrelation between several independent variables used in the regression equation. The multicollinearity test uses tolerance value and Variance Inflation Factor (VIF). Based on the results of data calculations with SPSS, the following results are obtained:

Table 4
Value of Tolerance and Variance Inflation Factor (VIF)

Variable	Tolerance	VIF
Service Quality	.486	2.059
On-Time Delivery	.470	2.127
Social Media Promotion	.505	1.979

Source: SPSS Output, 2022

Based on Table 4. it can be seen that in this model there is no multicollinearity problem because it has fulfilled the basis for decision-making, namely the three independent variables studied have a VIF value < 10 and a tolerance value > 0.10 .

Heteroscedasticity Test

The heteroscedasticity test is used to test if errors appear and the residuals from the analyzed regression model do not have a constant variance from an observation. Based on the results of the analysis with SPSS, the scatter plot graph is obtained as follows:

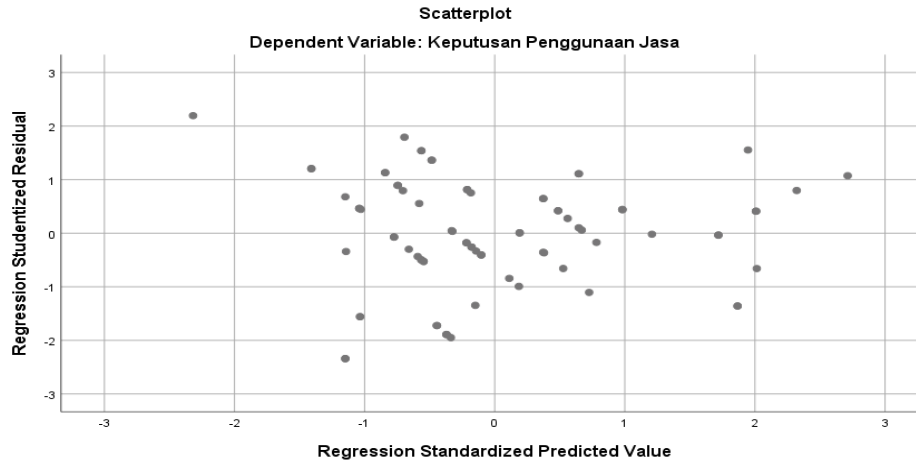


Figure 3
Heteroscedasticity Test
 Source: SPSS Output, 2022

Based on Figure 3 which is shown by the scatterplot graph, it can be seen that the points spread randomly and do not show a certain pattern, spread both above and below the number 0 on the Y axis. This shows that the model is following the basis of decision-making, so this regression does not occur. heteroscedasticity.

Multiple Linear Regression Analysis

Analysis of the data used in this study is a multiple linear regression test. Regression analysis is used to determine whether there is an influence between the independent variable and the dependent variable. Based on data processing with the SPSS program, the results of the analysis are shown in Table 5.

Table 5
Multiple Linear Analysis Results
Coefficients^a

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.642	1.463		1.122	.266
	Service Quality	.226	.051	.328	4.465	.000
	On-Time Delivery	.520	.079	.492	6.597	.000
	Social Media Promotion	.215	.081	.190	2.646	.010

a. Dependent Variable: Service Usage Decision

Source: SPSS Output, 2022

Based on Table 5, the following multiple linear regression equations can be obtained:

$Y = 1.642 + 0.226 \text{ quality of service} + 0.520 \text{ On-time delivery} + 0.215 \text{ Social media promotion}$.

The results of the partial test use the t-test whose value will be compared with a significance of 0.05 or 5% which is shown in Table 6 as follows:

Table 6
T-Test Results (Partial)
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.642	1.463		1.122	.266
	Service Quality	.226	.051	.328	4.465	.000
	On-Time Delivery	.520	.079	.492	6.597	.000
	Social Media Promotion	.215	.081	.190	2.646	.010

a. Dependent Variable: Service Usage Decision
 Source: SPSS Output, 2022

Partial testing using t t-test is used to determine how far the influence of service quality (X1), delivery time (X2), and social media promotion (X3) on service use decisions (Y).

Based on Table 6, the significant value of the service quality variable (X1) is 0.000. This shows that the significant value of the t-test of the service quality variable (X1) is 0.05, which means H0 is rejected and Ha is accepted so that it can be said that the results of this partial test of service quality (X1) have a significant effect on the decision to use services (Y).

Based on Table 6, the significant value of the delivery time variable (X2) is 0.000. This shows that the significant value of the t-test of the service quality variable (X2) is 0.05, which means H0 is rejected and Ha is accepted so that it can be said that the results of this

partial test on the delivery time (X2) have a significant effect on the decision to use services (Y).

Based on Table 6, the significant value of the social media promotion variable (X3) is 0.010. This shows that the significant value of the t-test of the social media promotion variable (X3) is 0.05, which means H0 is rejected and Ha is accepted so that it can be said that the results of this partial test of social media promotion (X3) have a significant effect on service use decisions (Y).

The test results simultaneously using the F test whose value will be compared with a significance of 0.05 or 5% according to Table 7 as follows:

Table 7
F Test Results (Simultaneous)
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	313.271	3	104.424	102.117	.000 ^b
	Residual	77.717	76	1.023		
	Total	390.987	79			

a. Dependent Variable: Service Usage Decision

b. Predictors: (Constant), Social Media Promotion, Quality of Service, Timely Delivery

Source: SPSS Output, 2022

Based on Table 7, the significant value is 0.000. This shows that the significant value of the F test of service quality variables (X1), delivery timeliness (X2) and social media promotion (X3) is smaller than the value of (0.05), which means H0 is rejected and Ha is accepted so that the results of the test Simultaneously these are the five independent variables, namely service quality (X1), delivery timeliness (X2) and social media promotion (X3) together (simultaneously) have a significant effect on service use decisions (Y).

The results of the coefficient of determination test (R2) are presented in table 8 below:

Table 8
Coefficient of Determination
Model Summary^b

Model	R				Change Statistics
-------	---	--	--	--	-------------------

		R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.895 ^a	.801	.793	1.01123	.801	102.117	3	76	.000

a. Predictors: (Constant), Social Media Promotion, Quality of Service, Timely Delivery

b. Dependent Variable: Service Usage Decision

Source: SPSS Output, 2022

Based on the results of the analysis in Table 8, it can be seen that the Adjusted R Square value is 0.793. This shows that the variables measured by service quality, delivery timeliness, and social media promotion which can be explained by the service use decision variable are 79.3%, while the remaining 20.7% is explained by other variables not examined in this study.

CONCLUSION

Based on the results of data analysis and processing in this study, the authors can make several conclusions regarding "Analysis of Service Quality, Timeliness of Delivery and Social Media Promotion on Decisions to Use Freight Forwarding Services (Study at PT. Wahana Prestasi Logistik Yogyakarta)" as follows: 1) The quality of service partially affects the decision to use services at PT. Wahana Prestasi Logistik Yogyakarta with a value of $t_{count} (4.465) > t_{table} (1.664)$. With these results, it can be concluded that H1 is accepted, 2) Delivery time has a partial effect on the decision to use services at PT. Wahana Prestasi Logistik Yogyakarta with a value of $t_{count} (6.597) > t_{table} (1.664)$. With these results, it can be concluded that H2 is accepted. 3) the promotion of social media has a partial effect on the decision to use services at PT. Wahana Prestasi Logistik Yogyakarta with a value of $t_{count} (2,646) > t_{table} (1,664)$. With these results, it can be concluded that H3 is accepted. 4) Quality of service, timeliness of delivery, and promotion of social media, simultaneously affect the decision to use services at PT. Yogyakarta Logistics Achievement Vehicle with a value of $Account (102.117) > F-table (2.72)$. With these results, it can be concluded that H4 is accepted.

REFERENCES

- Aminah, Rafani, Y., & Hariyani. 2017. *Analisis Pengaruh Faktor Ketepatan Waktu Pengiriman Barang Dan Kepercayaan Pelanggan Terhadap Kepuasan Pelanggan (Studi Kasus Pada PT Jalur Nugraha Ekakurir (JNE) Pangkalpinang)*. 17(September), 49–61.
- Arief Rachmat Rizal. 2020. *Analisis Kualitas Pelayanan, Ketepatan Waktu dan Harga terhadap Keputusan Pembelian Jasa EMKL PT. Aman World Logistics*. Skripsi. STIA dan Manajemen Kepelabuhan (STIAMAK) Barunawati Surabaya.
- Arikunto, S. 2013. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Arikunto, S. 2018. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Batinggi dan Badu Ahmad. 2009. *Manajemen Pelayanan Publik*. Yogyakarta: CV Andi Offset.
- Buchari Alma. 2016. *Manajemen Pemasaran dan Pemasaran Jasa*, Cetakan Kesembelian, Alfabeth, Bandung.
- Daryanto. 2011. *Manajemen Pemasaran*. Cetakan 1. Bandung : Satu Nusa.
- Dikaprio Dewantoro, Lina Aryani, Faizal Marzuki. 2020. Pengaruh Kualitas Pelayanan, Ketepatan Waktu Pengiriman dan Fasilitas Tracking Sistem terhadap Keputusan Pelanggan JNE. *Prosiding Biema*. Volume 1, 2020.
- Erna Areks, Muh.Nadjib, & Syaifullah Cangara. 2015. Pengaruh Penggunaan Bauran Promosi Terhadap Tingkat Kunjungan Wisatawan pada Objek Wisata Alam di Kabupaten Pangkajene dan Kepulauan. *Jurnal Komunikasi Kareba*, Vol. 4 No. 4, Oktober 2015.
- Ghozali, Imam. 2014. *Aplikasi Analisis Multivariate dengan SPSS*, Semarang: Badan Penerbit UNDIP.
- Ghozali, Imam. dan Anis Chariri. 2016, *Teori Akuntansi*, Semarang: Badan Penerbit Universitas Diponegoro.
- Gitosudarmo, Indriyo. 2000. *Manajemen Pemasaran*. Yogyakarta: BPFE.
- Gujarati, D. 2012. *Dasar-Dasar Ekonometrika*. Jakarta: Salemba Empat.
- Hafizha S., Abdurrahman, and H. S. Nuryani. 2019. Pengaruh Kualitas Pelayanan, Ketepatan Waktu, Tarif Pengiriman, Dan Fasilitas Terhadap Kepuasan Pelanggan J&T Express. *Jurnal Manajemen Dan Bisnis*, 2 (1), 1-8.
- Imilda Krisnawati, "Pengaruh Kualitas Pelayanan, Promosi dan Harga Terhadap Keputusan Pembelian di J&T Ekspress Cabang Nganjuk Tahun 2016" *Jurnal Simki-Economic* Vol. 01 No. 02 Tahun 2017 ISSN : BBBB-BBBB, 3
- Jaya Sakti, B. and M. Mahfud. 2018. Analisis Pengaruh Kualitas Layanan, Ketepatan Waktu Pengiriman Dan Fasilitas Terhadap Kepuasan Pelanggan (Studi pada J&T Express

- Kota Semarang). *Diponegoro Journal of Management*, vol. 7, no. 4, pp. 137-144, Jun. 2018.
- Juniariska, S., Rachma, N., & Primanto, A. B. 2020. Pengaruh Kualitas Pelayanan, Ketetapan Waktu, Dan Tarif Pengiriman Terhadap Kepuasan Pelanggan PT. Pos indonesia (Studi Kasus Pada Pelanggan PT. POS INDONESIA Cabang Gempol). *Journal Riset Manajemen*, 9, 143–156.
- Katili, S. dan Prasetyo, H. 2021. Pengaruh Kompensasi dan Lingkungan Kerja terhadap Kepuasan Kerja Karyawan PT. Estadana Venture Cabang Kotabunan Sulawesi Utara. *Jurnal Competency of Bussines, Fakultas Ekonomi Universitas Cokroaminoto Yogyakarta*. Vol. 5 No. 1. 2021. 48-61.
- Kotler dan Gary Armstrong. 2016. *Dasar-dasar Pemasaran*. Jilid 1, Edisi Kesembilan. Jakarta: Erlangga.
- Kotler, P. & Armstrong, G. 2010. *Prinsip-prinsip Pemasaran*. Edisi 12. Jakarta: Erlangga
- Lisnasari, N., Rudi, A., & Pratiwi, D. 2016. Analisis pengaruh faktor ketepatan waktu dan tarif pengiriman barang atau jasa terhadap kepuasan pelanggan (Studi Kasus Pada PT Kerta Gaya Pusaka). *Jurnal Ilmiah Progresif Manajemen Bisnis (Jipmb)*, 13(November), 33–41.
- Lupiyoadi, R. 2013. *Manajemen Pemasaran Jasa*, Jakarta: Salemba Empat.
- McQuail, D. 2011. *Teori Komunikasi Massa McQuail*. Jakarta: Salemba Humanika.
- Nasrullah, Rulli. 2015. *Media Sosial. Perspektif Komunikasi, Budaya dan Siosioteknologi*. Bandung: Simbiosia Rekatama Media.
- Peter J. Paul dan Jerry C. Olson. 2014. *Perilaku konsumen dan strategi Pemasaran*. Edisi Sembilan. Buku 2. Jakarta: Penerbit Salemba Empat.
- Peter J. Paul dan Jerry C. Olson. 2000. Consumer Behavior Jilid II diterjemahkan oleh Damos Sihombing. Jakarta: Erlangga*
- Ratminto dan Atik Septi Winarsih. 2005. Manajemen Pelayanan. Yogyakarta: Pustaka Pelajar.*
- Ristania, Novia dan Jerry Justianto. 2014. Analisis Pengaruh Harga, Promosi Dan Viral Marketing Terhadap Keputusan Pembelian Pada “Online Shop” S- Nexian Melalui Facebook. *Jurnal of Business Strategy and Execution*, Vol 5 No.2 2014
- Saefur Rohman dan Fino Wahyudi Abdul. 2021. Pengaruh Kualitas Pelayanan dan Ketepatan Pengiriman terhadap Kepuasan Pelanggan dalam Menggunakan Jasa Pengiriman Barang Ninja Express di Masa Pandemi Covid-19. *Jurnal Logistik Indonesia*, Vol. 5 No. 1, April 2021.
- Sangadji, E.M., dan Sopiha. 2013. *Prilaku Konsumen: Pendekatan Praktis. Disertai: Himpunan Jurnal Penelitian*. Yogyakarta: Penerbit Andi.

- Schiffman, Leon.dan Kanuk, Leslie. 2015. *Perilaku Konsumen*. Jakarta: PT Indeks. (Alih Bahasa Zatul).
- Sigit, Soehardi. 2002. *Pemasaran Praktis, edisi ketiga*. Yogyakarta, BPFE, Yogyakarta.
- Siswanto, H.B. 2005. *Pengantar Manajemen*. Jakarta: Bumi Aksara.
- Sudarsono, D. S. dan Kurniawati, D. 2013. Elemen Ekuitas Merek Dalam Keputusan Pembelian Laptop. *Jurnal Riset Manajemen dan Akutansi*. Vol 1.(No.1), hal 18-27.
- Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT. Alfabet.
- Suryani & Hendryadi. 2017. *Metode Riset Kuantitatif: Teori dan Aplikasi Pada Penelitian Bidang Manajemen dan Ekonomi Islam*. Jakarta: Kencana.
- Tjiptono. 2016. *Pemasaran Jasa (Prinsip, Penerapan, Penelitian)*. Yogyakarta. Andi.
- Yuniarti. 2018. Pengaruh Likuiditas, Ukuran Perusahaan dan Reputasi KAP. *Baabu Al-Ilmi*, I, 127-145.