

# ANALYSIS OF THE EFFECT OF PICKPOS SERVICE QUALITY, TIMELINESS, AND SHIPPING RATES ON CUSTOMER SATISFACTION (A STUDY AT THE KRAKSAAN POST OFFICE, PROBOLINGGO)

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**Abstract:** This study aims to analyze the effect of PickPos service quality, punctuality, and shipping rates on customer satisfaction at the Kraksaan Post Office, Probolinggo. The background of this study is based on the increasing competition in the shipping service industry in the digital era, which has caused some customers to switch to other shipping services. Customer satisfaction is a key factor for business sustainability, so it is important to assess the variables that influence it. The method used is descriptive quantitative research with a survey technique. The research population includes 150 customers of the Kraksaan Post Office, with a sample of 75 respondents selected using purposive sampling, namely customers who have made at least six transactions. Data was collected through questionnaires and then analyzed using validity and reliability tests, t-tests, and f-tests. The results showed that the quality of PickPos service and timeliness had a significant effect on customer satisfaction, while shipping rates had no significant effect. These findings indicate that customers place more emphasis on speed and service quality than on cost. Responsive, friendly, and timely service quality has been proven to increase customer trust and loyalty to the Kraksaan Post Office. Customer satisfaction with the Kraksaan Post Office is more influenced by service quality and timeliness than shipping rates. Therefore, improving service quality and consistency in timeliness are key strategies to strengthen the competitiveness of the Post Office amid the rise of private shipping services.

**Keywords:** Quality, Punctuality, Shipping rates

## Introduction

In this era of digitalization, almost all activities are carried out electronically without the need for direct interaction. With the widespread adoption of digital technologies in daily life, individuals can reduce both time and cost to achieve greater efficiency. Delivery or shipping services have become increasingly popular among Indonesians, particularly in Kraksaan, where many community activities rely on delivery services whether for business, financial, or personal needs. The Kraksaan branch of the Indonesian Post Office is one of the delivery service companies operating in the city and is also the oldest state-owned enterprise, established during the Dutch colonial era. The growing number of delivery service providers in Kraksaan has led to intense business competition, resulting in a decline in the number of customers at the Kraksaan Post Office and prompting many to switch to other service providers. Therefore, this study aims to examine the factors that cause customers of the Kraksaan Post Office branch to switch to alternative delivery services (Collins et al., 2021).

The quality of PickPos service represents efforts to provide the best possible experience for customers using Pos Indonesia's courier services, particularly through O-Ranger Mobile partners who are responsible for marketing products and picking up goods in various areas. PickPos service quality is directly assessed by customers based on their actual experiences, including aspects such as speed, accuracy, and convenience. This quality also depends on PickPos's ability to meet customer needs and resolve issues by tailoring services according to their expectations (Agung Rekso Mangun Wibowo, 2023).

Therefore, it can be concluded that customer satisfaction is strongly influenced by service quality, which is evaluated through direct experiences related to the speed, accuracy, and convenience of the service. The greater the alignment between service delivery and customer expectations, the higher the perceived quality of PickPos services.

Punctuality refers to the ability of the service provider to ensure that deliveries ordered by customers arrive at the specified time in a safe and orderly manner. It is considered a crucial factor in the relationship between a business and its customers. In this case, punctuality reflects the ability of the Kraksaan Post Office branch to fulfill agreed-upon delivery deadlines and maintain commitments to customers. Punctuality plays a vital role in supporting customer satisfaction when using delivery services at the Kraksaan Post Office branch and is one of the main indicators of business success.

Firstly, punctuality demonstrates the professionalism and reliability of a company's services. When a business consistently delivers products or services on time, it leaves a positive impression on customers, showing that the Kraksaan Post Office branch is committed to handling deliveries with care and responsibility. This reliability builds trust and strengthens the company's image in the eyes of customers. Furthermore, punctuality directly contributes to customer satisfaction. When customers receive their goods on time, they feel valued and satisfied with the service, which can encourage repeat usage and long-term loyalty. This is essential in addressing competition among delivery companies. Conversely, delays or inconsistencies in delivery can have a negative impact on customer relations. Late deliveries often lead to disappointment and the perception that the company does not value the customer's time, prompting them to switch to more reliable competitors (A. Aryani Hardiyanti, 2023).

Thus, it can be concluded that punctuality plays a key role in influencing customer satisfaction. Businesses that maintain high standards of timeliness tend to have more loyal customers who trust their services. Therefore, it is recommended that the Kraksaan Post Office branch prioritize punctuality across all operational aspects to build stronger relationships with customers and ensure long-term business success.

Shipping rates are costs that customers must pay to access services or obtain products, serving as a key component in ensuring company profitability. Shipping rates are also a major factor influencing the customer experience, particularly in online shopping or shipping activities. The relationship between shipping rates and customer satisfaction is highly significant, as these costs affect purchasing decisions and satisfaction with the perceived value of the service. Reasonable and balanced rates aligned with the distance, weight, and quality of service can increase customer satisfaction. Customers generally feel more content when the shipping fees they pay are proportional to the quality and reliability of the service received.

If the shipping rates are considered unfair or inconsistent with the distance or weight of the goods, customers tend to feel dissatisfied. Conversely, when rates are competitive,

transparent, and aligned with the distance and weight of the shipment, customer satisfaction increases. Transparency in pricing also plays an important role in maintaining competitiveness and customer trust. In conclusion, shipping rates significantly influence customer satisfaction. Companies that offer fair and transparent shipping costs are more likely to be customers' first choice for shipping goods, whereas unreasonable or unclear rates can reduce satisfaction and weaken business appeal. Customer satisfaction serves as a benchmark for understanding how well a company meets the needs, desires, and expectations of its customers, influencing repeat purchase behavior in the delivery service industry. It is also defined as a comparison between customer expectations before using a service and their perceptions after the experience (Oktaviani, 2019).

Several issues have emerged based on complaints from customers at the Kraksaan Post Office branch, including: (1) problems with PickPos services, such as delays in goods pickup, poor responsiveness to complaints, lack of clarity regarding returned goods, and unfriendly staff behavior; (2) punctuality issues, including delays in delivery and inconsistent schedules; and (3) dissatisfaction with shipping rates that are perceived as unbalanced relative to distance and weight. Additionally, administrative inefficiency, lack of reliability, and errors in transportation processes also affect customer satisfaction.

From these findings, it can be concluded that the quality of PickPos service, timeliness, and shipping rates significantly influence customer satisfaction. Based on the aforementioned issues, this study is entitled "Analysis of the Effect of PickPos Service Quality, Timeliness, and Shipping Rates on Customer Satisfaction (A Study at the Kraksaan Post Office, Probolinggo)."

### Method

The research method employed in this study is a quantitative descriptive approach based on survey techniques. This method aims to measure existing phenomena without delving into the underlying causes. The study includes three independent variables PickPos service quality (X1), timeliness (X2), and shipping rates (X3) as well as one dependent variable, namely customer satisfaction (Y). The sampling strategy used is purposive sampling, which means that the sample is selected based on specific characteristics considered to be significantly related to the population's characteristics and identified beforehand. The research sample consists of customers from the Kraksaan Post Office branch who have conducted at least six transactions.

The t-test is employed as a statistical tool to determine whether there is a significant difference between the means of two groups. When the t-test value exceeds the critical value in the t-table, it indicates a statistically significant difference (Sugeng, 2014). Meanwhile, the F-test is used to assess whether more than two groups differ significantly or whether multiple independent variables collectively influence the dependent variable, as applied in regression analysis or ANOVA (Sanaky et al., 2021).

In addition to these statistical tests, it is crucial for researchers to ensure that the research instruments are both valid and reliable. Validity indicates the degree to which an instrument accurately measures what it is intended to measure. For instance, a customer satisfaction questionnaire must truly measure satisfaction rather than another construct. Validity can be tested by examining the correlation between individual question items and the total score, where items are considered valid if their correlation value exceeds the r-table value (Syamsuryadin & Wahyuniati, 2017).

Reliability, on the other hand, refers to the consistency of the instrument in producing stable results over repeated applications. Reliability is typically measured using Cronbach's Alpha, with a coefficient above 0.6 indicating that the instrument is reliable. The population in this study includes all 150 customers of the Kraksaan Post Office branch. From this population, a sample of 75 respondents was selected based on the criteria of customers who utilize parcel delivery services. Data collection was conducted through questionnaires, serving as the primary data source for analysis.

## Results and Discussion

### Validity Test

Statement	Calculated r	r-Table	P(Sig.)	Description
P1	0.93	0.227	0.001	Valid
P2	0.897	0.227	0.001	Valid
P3	0.858	0.227	0.001	Valid
P4	0.879	0.227	0.001	Valid
P5	0.831	0.227	0.001	Valid
P6	0.821	0.227	0.001	Valid
P7	0.848	0.227	0.001	Valid
P8	0.813	0.227	0.001	Valid
P9	0.872	0.227	0.001	Valid
P10	0.871	0.227	0.001	Valid
P11	0.903	0.227	0.001	Valid
P12	0.867	0.227	0.001	Valid
P13	0.879	0.227	0.001	Valid
P14	0.845	0.227	0.001	Valid
P15	0.882	0.227	0.001	Valid
P16	0.817	0.227	0.001	Valid
P17	0.873	0.227	0.001	Valid
P18	0.879	0.227	0.001	Valid
P19	0.795	0.227	0.001	Valid
P20	0.825	0.227	0.001	Valid

Based on the table above, the validity test results in this study show that all instrument items obtained a calculated r value that exceeded the table r (0.227). Therefore, it can be confirmed that the instruments used in this study have met the validity criteria and are considered valid.

### Reliability Test

Number Statement	Cronbach's Alpha	Requirements	Description
5	0.926	0.6	Reliable
5	0.908	0.6	Reliable
5	0.932	0.6	Reliable
5	0.88	0.6	Reliable

Based on the table above, the reliability test results show that each variable, namely Pickpos service quality (X1), estimated delivery time (X2), delivery price determination (X3), and the dependent variable of customer satisfaction at the Kraksaan Post Office (Y), obtained a Cronbach's Alpha value of more than 0.6. With these results, it can be concluded that all variables are feasible and can be used in the next stage of research.

### T-test

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.223	1.023		4.129	<.001
Kualitas Pelayanan	.406	.099	.479	4.122	<.001
Ketepatan Waktu	.267	.101	.306	2.657	.010
Tarif Pengiriman	.130	.107	.147	1.210	.230

Based on the results presented in the table above, the t-test decision criteria are determined using the significance value (sig) and t-value comparison. The analysis compares the sig value obtained from the SPSS output with the standard probability level of 0.05 to determine whether each independent variable significantly influences customer satisfaction. The criteria are as follows:

1. If the sig value < 0.05, then  $H_0$  is rejected, indicating that the independent variables PickPos service quality, timeliness, and shipping rates (X) have a significant effect on customer satisfaction at the Kraksaan Post Office (Y).
2. If the sig value > 0.05, then  $H_0$  is accepted, meaning the independent variables do not have a significant effect on customer satisfaction at the Kraksaan Post Office (Y).

From the SPSS output, the statistical values were generated under the following conditions: at a significance level of 0.05, the degrees of freedom (df) were calculated using the formula  $df = n - k - 1 = 75 - 3 - 1 = 71$ , resulting in a t-table value of 1.993. The obtained sig values for each independent variable are as follows: PickPos service quality (X1):  $0.001 < 0.05$ , timeliness (X2):  $0.010 < 0.05$ , shipping rates (X3):  $0.230 > 0.05$

Based on these results, it can be concluded that PickPos service quality (X1) and timeliness (X2) have a significant positive effect on customer satisfaction (Y). Meanwhile, the shipping rates variable (X3) shows no significant effect on customer satisfaction at the

Kraksaan Post Office. Furthermore, the Coefficients Table from the SPSS output indicates the following t-values: PickPos service quality (X1):  $t\text{-count} = 4.122 > t\text{-table} = 1.993$ , timeliness (X2):  $t\text{-count} = 2.657 > t\text{-table} = 1.993$ , shipping rates (X3):  $t\text{-count} = 1.210 < t\text{-table} = 1.993$ . Thus, it can be concluded that the variables PickPos service quality (X1) and timeliness (X2) each have a partial and significant influence on customer satisfaction (Y). In contrast, the shipping rate variable (X3) does not have a partial effect on customer satisfaction (Y) at the Kraksaan Post Office.

## F Test

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	662.055	3	220.685	88.718	<.001 <sup>b</sup>
	Residual	176.612	71	2.487		
	Total	838.667	74			

a. Dependent Variable: Kepuasan Pelanggan  
b. Predictors: (Constant), Tarif Pengiriman, Ketepatan Waktu, Kualitas Pelayan

Based on the table above, the result of the F test is that the calculated F value is 88.817. To determine the F table value, use the formula below:

1. Determining the F table value:  $DF1 = k$  (number of independent variables) = 3
2.  $DF2 = n - k - 1 = 75 - 3 - 1 = 71$
3.  $f\text{ table} = 3.12$

### Decision criteria:

1. If the f table value is greater than the f calculated value, then  $H_0$  is accepted.
2. If the f table value is less than the f calculated value, then  $H_0$  is rejected.
3. From the above conditions, it can be seen that the calculated f value is greater than the table f value ( $88.817 > 3.12$ ) and the significance is  $< 0.05$  ( $0.001 < 0.05$ ), which means  $H_0$  is rejected. This tends to indicate that there is a significant effect of pickpos service quality, timeliness, and shipping rates on customer satisfaction.

## Discussion

### 1. Service Quality and Customer Satisfaction

Service quality is the most crucial factor in the service industry, especially in the logistics sector, which relies heavily on customer trust. The results of this study indicate that PickPos service quality has a significant effect on customer satisfaction. This is in line with the SERVQUAL concept developed by Parasuraman, Zeithaml, and Berry, in which the dimensions of reliability and responsiveness are the main determinants of customer experience. (Parasuraman, A., Zeithaml, V. A., & Berry, 1990) When PickPos officers are able to provide fast, friendly service and respond promptly to customer complaints, customers will feel that they are being cared for. This has a positive impact on customer perceptions of the quality of service at the Kraksaan Post Office. (Lovelock, C. & Wirtz, 2016).

This finding is also in line with Tjiptono's theory, which emphasizes that excellent service is not only about technical delivery, but also how companies create good emotional relationships with customers. (Tjiptono, 2017) Customers who feel valued tend to increase their loyalty, even if there are minor shortcomings in other aspects. Therefore, improving the quality of O-Ranger Mobile's service as the spearhead of PickPos is very important to maintain relationships with consumers. (Grönroos, 2015) Thus, service quality not only increases momentary satisfaction, but also becomes a long-term strategy in maintaining competitiveness amid the proliferation of private shipping services. (Kotler, P. & Keller, 2016)

## 2. Timeliness and Customer Satisfaction

Delivery timeliness has been proven to have a significant impact on customer satisfaction at the Kraksaan Post Office. This finding indicates that consumers prioritize time certainty over cost factors. According to Christopher, modern logistics emphasizes the importance of on-time delivery as an indicator of distribution success. (Christopher, 2016) If an item arrives according to the promised schedule, customers will view the company as professional and trustworthy. (Rushton, A., Croucher, P., & Baker, 2017) Conversely, delivery delays often cause disappointment and can even trigger customers to switch to more consistent competitors. (Haksever, 2017)

The results of this study are supported by Hidayat's (2019) study, which found that delivery delays have a negative effect on the loyalty of shipping service consumers in Indonesia. (Hidayat, 2019) In the context of the Kraksaan Post Office, maintaining punctuality means strengthening the image of state-owned enterprises as institutions that can compete with the private sector. Efforts to improve punctuality can be made through the use of real-time tracking systems and optimization of the distribution network. (Chopra, S. & Meindl, 2016) With these steps, the Post Office will not only be able to increase customer satisfaction but also improve public perception of the effectiveness of government services.

## 3. Shipping Rates and Customer Satisfaction

The results of the study show that shipping rates do not have a significant effect on customer satisfaction. This is understandable because the majority of logistics service customers place more emphasis on reliability and speed than cost. (Schiffman, L. & Wisenblit, 2019) According to Kotler & Keller, in trust-based service sectors, price is often not the main factor determining customer satisfaction, but rather the quality of interaction and fulfillment of service promises. (Kotler, P. & Keller, 2012) In other words, although affordable rates can attract new customers, long-term satisfaction is still determined by service consistency. (Oliver, 2015)

This finding is in line with research by Zeithaml, Bitner, and Gremler, which states that customers value transparency and fairness in rates more than just low prices. (Zeithaml, V. A., Bitner, M. J., & Gremler, 2018) If the rates are in line with the value perceived by customers, they will continue to use the service even if there are cheaper options. (Marketing., 2015) In the context of the Kraksaan Post Office, focusing on price adjustment strategies may not have a significant impact on customer satisfaction. Instead, improving service quality and ensuring punctuality are more effective in maintaining customer loyalty. (Indrajit, 2018)

#### 4. The Relationship Between the Three Variables and Customer Satisfaction

Overall, the results of this study show that customer satisfaction at the Kraksaan Post Office is more influenced by service quality and timeliness than by shipping rates. This reinforces the customer satisfaction theory which states that positive experiences in service and fulfillment of company promises are more influential than price considerations. (Kotler, 2017) The Customer Satisfaction Index model also confirms that service reliability is a key indicator of satisfaction. (Fornell, 1992) Therefore, the Kraksaan Post Office should prioritize improving the quality of operational services and distribution accuracy rather than simply competing on price. This strategy is believed to be able to increase customer loyalty and strengthen the position of the Post Office amid competition in the logistics industry in Indonesia. (Cronin, J. J. & Taylor, 1992)

### Conclusion

This study proves that the quality of PickPos services and delivery timeliness have a significant effect on the satisfaction of Kraksaan Post Office customers. This shows that consumers place more emphasis on the reliability and accuracy of service promises than on cost factors. Fast, responsive, and on-schedule services make customers feel satisfied and foster trust in the Post Office. Conversely, delays and unfriendly service have a negative impact on satisfaction and encourage customers to switch to other shipping services.

Meanwhile, shipping rates have not been proven to have a significant effect on customer satisfaction. The majority of customers value accuracy and quality of service more than low rates. This reinforces the view that in the logistics service industry, customer loyalty is determined more by service experience and reliability than by price alone. Therefore, the Kraksaan Post Office should focus its strategy on improving service quality and timeliness in order to compete with private shipping services and maintain public trust as a professional state-owned enterprise.

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