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## The Impact of Service Quality and Delivery Time on Behavioral Intentions of E-Commerce Logistics Users with Customer Satisfaction as Mediation

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**Abstract:** In the rapidly evolving digital age, e-commerce has emerged as one of the major forces in the global economic revolution. To remain competitive, e-commerce businesses must understand the components that influence the user behavior of their logistics services. Delivery time and service quality are two important factors that could affect customer satisfaction. Delivery time and service quality are two important factors that could affect customer satisfaction, which in turn causes them to be more likely to use this business again. Using customer satisfaction as a mediating factor, this study attempts to determine the effect of delivery speed and service quality on the intention of e-commerce consumers. This study uses a quantitative descriptive method and the Cochran formula to determine the number of samples used as many as 100 E-commerce user respondents. The data collection method in this study uses questionnaire. This study uses the Structural Equation Modeling-Partial Least Square (SEM-PLS) analysis technique. For this study systematic quantitative approaches in conjunction with random sampling techniques were used to gather data from e-commerce users. Based on the results of this study, Customer satisfaction has been shown to have a positive and large impact on delivery speed and service quality, as well as to positively and significantly influence behavioural intentions.

**Keyword:** Service Quality, Delivery Time, Customer Satisfaction, Behavioral Intention.

### INTRODUCTION

The effectiveness of the distribution network and logistics of an e-commerce business is closely related to its overall success. Effective management of e-commerce logistics can increase business output. In addition, different logistics operations may result from varying conditions around the world, such as logistics capacity in different countries. Meanwhile Only a few studies have looked closely at the global logistics business model for online retailers. E-commerce management requires flawless logistical information systems, safe electronic

procurement processes, easy mobile banking, efficient mobile channels, interorganisational coordination, excellent delivery services, and the right electronic collaboration tools. The financial performance of businesses can also be improved with better e-commerce logistics management. In addition, over time, the design of the supply chain network is affected by e-commerce applications. Therefore, in order to maximize the return on investment, enterprises should consider relevant logistics operations (Wu & Lin, 2018).

Fast delivery is the most important factor in increasing customer satisfaction in e-commerce. Consumers are often concerned about the delivery time of goods when choosing a delivery service, because customer preferences for fast and timely delivery. Of course, if the product is delivered on time, it will create added value for customers (Anggraeni et al., 2024). Business actors must be able to find the best way to help customers continue to use e-commerce to meet their needs and compete in today's increasingly competitive environment. One way to achieve this is through customer satisfaction.

One of the factors that affect customer satisfaction is service quality. Service quality is defined as a measure of how well the level of service that can be provided meets customer expectations. Internet usage is soaring due to the widespread acceptance of online business transactions. The way customers act has changed due to digital innovation. In addition to the business sector, people's purchasing behavior - both products and services - is affected by the increasing number of internet users. This is because many businesses utilize e-commerce to market their goods online, and websites are very important for internet users who want to shop online. The quantity of consumers who buy online on e-commerce sites can be influenced by the quality of the website; standards, the rate of development of technology, communication, and information (Wahyu, 2021).

Businesses today compete with each other to offer online services in an effort to attract more consumers to buy online. There are two main phases to understanding internet consumption behavior. The first phase focuses on motivating consumers to make online purchases, while the second phase encourages them to make more purchases. The strategy used to retain clients who have previously visited e-commerce websites is very important (Wiyono et al., 2021)

According to previous research (Ade Andriani Renouw, Andrei Maryen, Apriani Maria Maris Ladopura, n.d.) This study shows that service quality and on-time delivery have no significant effect on customer satisfaction. The purpose of this study is to determine the effect of service quality and delivery time on the behavioral intention of e-commerce logistics users, using customer satisfaction as a mediating variable.

## **Literature review**

### **1. Service quality**

Business differentiation tactics and the success of business-to-consumer (B2C) e-commerce are thought to be strongly influenced by the quality of online business services. "The extent to which a website facilitates the shopping, purchasing, and delivery of products and services efficiently and effectively" is the definition of e-service quality used to describe this category. Extensive research has been conducted into the criteria customers use to assess the quality of e-services provided through websites (Lin et al., 2016).

Service quality has developed into an important concern for practitioners and academics. Companies that want to compete successfully in the future must recognize and improve clients' views on service quality. Logistics provides an opportunity for companies to differentiate themselves from competitors (Akıl & Ungan, 2021a).

According to (Indah Yani & Sugiyanto, 2022) As the business world develops, you must stay ahead of business competition. Service quality is one way to achieve this excellence by continuing to apply appropriate service and product quality so that it has an impact on customer satisfaction and creates customer loyalty. Businesses that can provide the best service to their

customers, most likely their customers will continue to visit because service quality is an important tool to trigger positive customer behavior.

## **2. Delivery Time**

Delivery time is a term used to describe the delivery time associated with a customer order. "Timeliness" refers to whether a product or service is delivered on schedule, and "delivery time" refers to the time it takes from request to delivery. E-retailers face challenging challenges in terms of controlling, processing, and satisfying every client request within that time span. However, in the e-commerce sector, handling and managing delivery time is also an important factor in determining client happiness. One of the important factors that affect client happiness is delivery time. Since late delivery is considered detrimental and has an impact on the product rating (Rashid & Rasheed, 2024).

When making online purchases, delivery time-the amount of time it takes to deliver an item to a customer-is an important factor to consider. The type of item, age, and education level all affect the likelihood of accepting or rejecting longer delivery intervals. Also, fast delivery increases customer satisfaction, especially for impulse or hedonistic purchase (Dias et al., 2021).

When customers have a deadline for receiving their items, they place a higher importance on delivery time than price. It has been demonstrated to have an impact on 87% of online shoppers' selections. Therefore, estimating shipment arrival times (ETAs) accurately affects e-commerce revenue as well as customer expectations. Online retailers and customers may suffer if an ETA is overstated or underestimated. (Zhou et al., 2023).

## **3. Behavior Intention**

The tendency of customers to purchase goods or services is known as their behavioral intention. In other words, before deciding to buy something, the client will assess the item or product. Consumer goals when choosing a product are influenced by several elements, and when faced with significant external circumstances, consumer goals ultimately determine the final choice (Zimu, 2022).

(Tran & Vu, 2019) argue Whatever tactics a business uses, the way consumers respond to its service quality is important. Many academics categorize such responses as "behavioral intentions". Intended behavior has diagnostic significance and is strongly associated with actual behavior. Therefore, behavioral intentions are an important marker for management to determine whether a client will stay in business or leave. Behavioral intentions often associated with word of mouth and repurchase intentions are quite comparable in traditional and virtual environments, provides a more focused set of behavioral objectives for a more thorough investigation, consisting of five elements: internal reaction, loyalty, overpaying, switching, and outward response.

According to (Ratnasari et al., 2021) The way consumers behave towards goods and services is a direct result of their level of satisfaction with the goods and services offered by suppliers of goods and services. Depending on how satisfied consumers are with the goods and services they receive, their level of satisfaction may have an impact on their behavior and intentions. When business owners better understand consumer behavior, they can more easily develop products and services. The likelihood of an action being taken is often the basis for the drive to behave as a consumer. A consumer's intention to own, utilize, and dispose of something in a certain way is known as their behavioral intention.

## **4. Customer Satisfaction**

Customer satisfaction is what a good or service offers in terms of client satisfaction. It also confirms that high levels of customer satisfaction can foster loyalty, which is closely related to personal beliefs. Customers may choose to switch to another service or product for many reasons, but customer happiness is only one of them (Sobihah et al., 2015).

(Akil & Ungan, 2021) argues that when businesses acquire clients by successfully competing in an increasingly challenging world market, customer happiness is considered

important and gradually becomes a major component of corporate strategy. Customers benefit from logistics operations in terms of time and space, which has an impact on customer satisfaction. This has a good correlation with the quality of goods or services offered to clients. Customer dissatisfaction will be affected more by delivery performance than satisfaction because they expect all sellers to at least deliver the goods. The phrase "customer satisfaction" refers to the client's level of happiness with the company's goods, services, and talents.

When customers' requirements, wants, and expectations of a product are met, customer satisfaction is achieved. Customer happiness is what keeps customers using a product over time, keeps them loyal, and encourages them to recommend it to others. Consumer response and evaluation of their level of satisfaction is known as customer satisfaction. One of the metrics used to measure customer happiness is (1) product/service quality, or the extent to which online retailers can satisfy customers with their purchases. (2) Price is the level of satisfaction with the costs and savings offered by internet retailers. (3) Convenience refers to how satisfied customers are with the ease with which they can make purchases online (Ginting et al., 2023).

According to (Tong Mei Huil et al., 2023) thanks to technological advances, customers can now access information that allows them to analyze delivery company information, compare the quality of goods and services between players in the same industry, and get information from previous customers' comments and reviews. One of the things that keeps businesses afloat in the market is customer happiness, which provides company owners and marketers with data they can use to track and improve their operations.

## METHOD

This research uses a quantitative and survey approach using major data types. Quantitative Research Methods, as presented by (Sugiyono 2011):

*"This approach is called the positivist approach because it is based on positivism. This approach adheres to scientific principles (concrete/empirical, objective, measurable, logical, systematic). This approach is also called technological discovery because it can be used to discover and produce various new scientific and technological advances. This approach is called quantitative method because statistics are used for analysis and research materials are presented in the form of numerical data"*

According to (Waruwu, 2023) Research that uses measurements, calculations, formulas, and certainty of numerical data in developing plans, procedures, hypotheses, methods, analyzing data, and drawing conclusions is called quantitative research.

The type of research used in this research is associative/occasional research which studies the relationship between one variable and another. The variables identified in this study are independent variables, namely delivery time, service quality, and mediating variables of customer satisfaction, and the dependent variable in this study is behavioral intention. This research uses Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis technique. This study examines the relationship between variables. The variables are delivery time (X1), service quality (X2), customer satisfaction (M), and behavioral intention (Y).

The validation approach in this study is based on data collection through observation (questionnaire). The population of this study consisted of e-commerce users in the Jakarta area totaling 100 respondents. The sampling technique used random sampling. According to (Susanti, 2019) Random or random is also called probability sampling. Opportunity sampling is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a sample member. The effect of service quality and delivery time on behavioral intention, mediated by customer satisfaction, is determined by calculating the minimum sample size.  $n = 100$  samples

According to (Suhaedi et al., n.d.) The sample size for hypothesis testing using structural equation modeling (SEM) is between 100 and 200. The benchmark is 5, or 10 times the number of parameters estimated. Based on the number of indicators multiplied by 5 (20 & 5 - 90).

However, in this study, researchers collected 100 samples to obtain more accurate data analysis results. Therefore, SmartPLS software was used as a data analysis tool with the help of computer capabilities. PLS (partial Least Squares) is an alternative to Structural Equation Modeling (SEM). It has the ability to evaluate measurement and structural models. Validity and reliability are assessed using measurement and measurement models, and structural models are used to test causal relationships.

### Koseptual Framework

Based on the theoretical basis and previous research, the following conceptual framework was developed:



Source: Theory and previous Research  
**Figure 1. Conceptual Frammrwork**

### Hypothesis

Based on a framework of thought synthesized from theoretical foundations and previous research, the following hypothesis are proposed in this study:

Service quality plays a crucial role in directly and positively influencing customer satisfaction. High-quality service ensures that customers' needs and expectations are met consistently, leading to a higher level of satisfaction. When customers perceive the service they receive as reliable, responsive, and empathetic, they are more likely to feel valued and appreciated, which enhances their overall experience. Additionally, aspects of service quality such as assurance and tangibles contribute to customers' trust and confidence in the service provider. This trust encourages repeat business and fosters customer loyalty, as satisfied customers are more inclined to return and recommend the service to others. Consequently, businesses that prioritize service quality not only enhance their customer satisfaction levels but also build a strong reputation, which can lead to sustained business growth and competitive advantage. In a competitive market, where alternatives are readily available, the quality of service becomes a key differentiator that can significantly impact a company's success. Therefore, maintaining high service quality is imperative for businesses aiming to achieve long-term customer satisfaction and loyalty. (waruwu, 2023)

#### H1: Service quality directly and positvely effects on customer satisfication

Delivery time has a significant direct and positive impact on customer satisfaction, as it is a crucial component of the overall customer experience. When businesses ensure that products and services are delivered promptly and within the expected time frame, it creates a sense of reliability and trustworthiness, which is highly valued by customers. Timely delivery meets customer expectations, reduces anxiety, and enhances the convenience of the shopping experience, all of which contribute to a higher level of satisfaction. Customers who receive their orders on time are more likely to perceive the company as efficient and professional, which not only satisfies them but also builds loyalty and encourages repeat purchases. Furthermore, consistent on-time delivery helps minimize complaints and negative reviews, which can harm a company's reputation. In today's fast-paced world, where customers often have numerous options and little tolerance for delays, ensuring timely delivery is essential for maintaining a

competitive edge. Therefore, businesses that prioritize efficient delivery time are more likely to achieve greater customer satisfaction, leading to increased customer retention and a stronger market presence. (Wiyono, 2021)

**H2: Delivery Time directly and positively effects on customer satisfaction**

Customer satisfaction directly and positively influences behavioral intentions, serving as a critical predictor of future customer actions such as repurchase intentions, brand loyalty, and word-of-mouth referrals. When customers are satisfied with a product or service, they are more likely to develop a positive emotional connection with the brand, which fosters trust and loyalty. This satisfaction leads customers to return to the brand for future purchases, as they have had a pleasant experience that meets or exceeds their expectations. Moreover, satisfied customers are more inclined to recommend the product or service to others, acting as brand advocates and influencing the purchasing decisions of friends, family, and colleagues. Positive customer satisfaction also reduces the likelihood of switching to competitors, as the perceived value and emotional contentment create a strong bond with the brand. This loyalty and advocacy not only help in maintaining a steady customer base but also attract new customers, thereby driving business growth. In essence, ensuring high levels of customer satisfaction is vital for companies to cultivate favorable behavioral intentions that translate into sustained profitability and long-term success. (Lin, 2018)

**H3: Customer satisfaction directly and positively effects on behavior intention**

**RESULTS AND DISCUSSION**

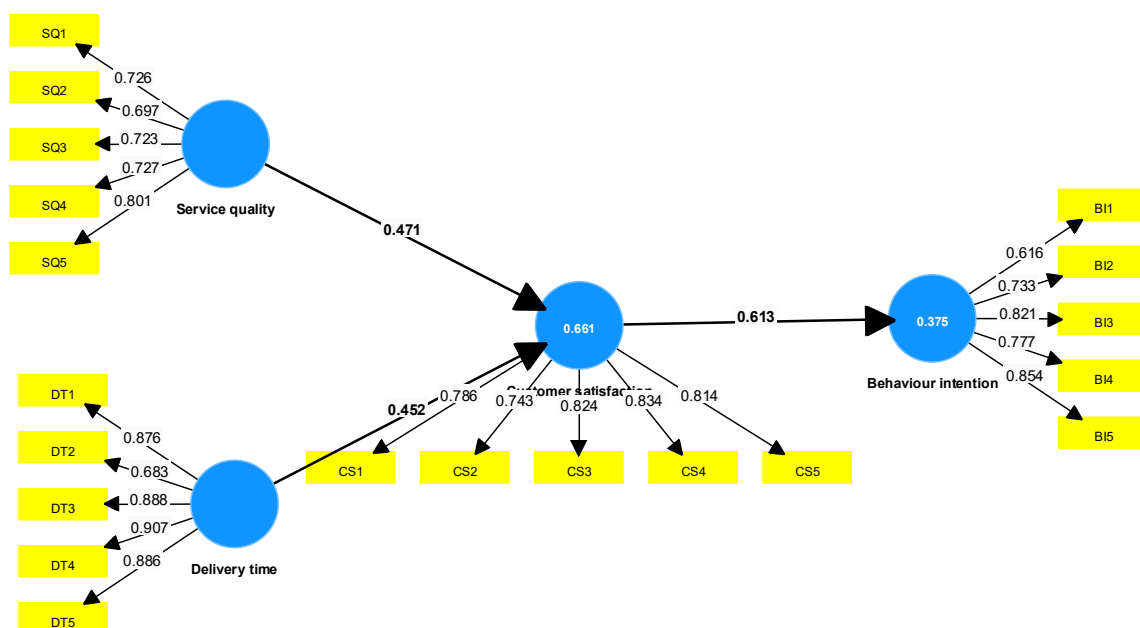
**Table 1. Indicator**

No	Variables	Indicators	Overview
1	Service Quality	The services provided by the company are accurate and reliable The company provides insurance for every shipment of goods to its users. I received the goods in good and safe condition.. I feel that the services provided by the company are sincere and without coercion. The company provides insurance against loss and damage to the goods being shipped	(Izzah & Antoinette, 2022)
2	Delivery time	The company is on time in delivering the ordered goods. When the product is out of stock, the company delivers the goods quickly. Delivery of products from the company by a predetermined deadline. The estimated delivery time provided by the company is fast and accurate. The delivery time interval from when I ordered until the product arrived was fast	(Kaligis et al., 2024) (Rashid & Rasheed, 2024) (Habibi & Mardhiyah, n.d.)
3	Customer satisfaction	I will remain loyal as a customer. I often place repeat orders. My order arrived on time. I love buying products from this shopping site. In general, I am satisfied with all the transactions I have made on this site	(Kaligis et al., 2024) (Akil & Ungan, 2021b)
4	Behavior intention	I have no plans to switch to any other website other than website X I will purchase products from site X in the future. I will say positive things about the X website I will recommend website X to others. I am interested in continuing to buy on website X	(Purwianti & Tio, 2017) (Pramita & Danibrata, 2021)

**Table 2. Demographics**

Section	Identification	Rate %	
1	Gender	Male	50
		Female	54
2	Age	<17	3
		17-25	89
		26-34	9
		36-43	2
		>44	1
3	Current job	Mahasiswa	78
		Karyawan	16
		PNS	1
		Wiraswata	1
		Lainnya	8
4	Income per month	<5,000,000	95
		6,000,000-10,000,000	5
		11,000,000-15,000,000	2
		16,000,000-20,000,000	2
		>21,000,000	1
5	E-commerce used	Shopee	72,1
		Tokopedia	9,6
		Bukalapak	0
		Lazada	0
		Lainnya	15,4

To meet the convergent validity criteria, the factor loading value of an indicator must be greater than 0.7 and its AVE value must be greater than 0.5 (Rambut et al., 2014).



**Figure 2. Convergent Validity Test**

**Table 3. Discriminat Validity (Fornell-Lacker)**

	BI	CS	DT	SQ
Behavior intention	0.765			
Customer satisfaction	0.613	0.801		
Delivery time	0.502	0.711	0.852	
Service quality	0.497	0.720	0.550	0.735

It can be seen from the results in table 3 that there is a certain close correlation between indicators and variables. As can be seen, the numerical value returned by each indicator containing a variable is greater than the relationship between the following variables.

**Table 4. Correlation of Latent Variables and Root AVE and Root squared AVE**

	BI	CS	DT	SQ	Akar AVE	Akar kuadrat AVE	Result
BI	1.000	0.613	0.502	0.497	0.585	0.764	Valid
CS	0.613	1.000	0.711	0.720	0.642	0.801	Valid
DT	0.502	0.711	1.000	0.550	0.726	0.852	Valid
SQ	0.497	0.720	0.550	1.000	0.541	0.735	Valid

**Table 5. Realibility Testing**

	Cronbach's Alpha	Composite Realibility (Rho_A)	Composite Realibility (Rho_C)	Average Variance Extracted (AVE)
BI	0.820	0.844	0.874	0.585
CS	0.860	0.862	0.899	0.642
DT	0.904	0.920	0.929	0.726
SQ	0.789	0.791	0.855	0.541

Based on table 5, all variables are considered reliable because Cronbach's Alpha ( $\alpha$ ) and Composite Realibility values exceed  $> 0.7$ .

**R-square**

**Table 6. R-Square**

	R-square	R-square adjusted
BI	0.375	0.369
CS	0.661	0.654

R-squared is a statistical measure of the relationship between exogenous variables and endogenous variables. A strong R-squared score is in the range of 0.75, which is an indicative value of strong correlation, moderate correlation in the range of 0.50 to 0.74, and weak correlation in the range of 0.25 to 0.49. (Rambut et al., 2011). Based on the results of the analysis, the R-squared value of the behavioral intention variable is 0.375 and the customer satisfaction variable is 0.661. Then the adjusted R-squared value of the behavioral intention variable of 37.5% can be said to be in the weak category. The R-squared value of the customer satisfaction variable is 66.1%, it can be said that customer satisfaction has a strong influence.

**F-Square**

**Table 7. F-Square**

	BI	CS	DT	SQ
BI				
CS	0.601			
DT		0.420		
SQ		0.456		

The F-square test is used to determine the relative importance of the effect of an independent variable on the dependent variable. According to Hair et al, (2014), it can be concluded that the independent variable has a significant influence on the dependent variable if the F2 value is greater than 0.02, 0.15, and 0.35, respectively.

**Table 18. Outer Load In the Bootstrap Process**

Outer Loadings – Mean, STDEV, T Values, p values					
Indicator	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
BI1 ← Behaviour intention	0,427778	0,428472	0,082	7.486	0.000
BI2 ← Behaviour intention	0,509028	0,505556	0,079	9.314	0.000
BI3 ← Behaviour intention	0,570139	0,570833	0,030	27.028	0.000
BI4 ← Behaviour intention	0,539583	0,535417	0,068	11.395	0.000
BI5 ← Behaviour intention	0,593056	0,588194	0,054	15.949	0.000
CS1 ← Customer satisfaction	0,545833	0,544444	0,042	18.535	0.000
CS2 ← Customer satisfaction	0,515972	0,515972	0,047	15.869	0.000
CS3 ← Customer satisfaction	0,572222	0,572917	0,032	25.625	0.000
CS4 ← Customer satisfaction	0,579167	0,577083	0,044	19.125	0.000
CS5 ← Customer satisfaction	0,565278	0,563194	0,048	17.131	0.000
DT1 ← Delivery time	0,608333	0,608333	0,022	39.267	0.000
DT2 ← Delivery time	0,474306	0,46875	0,079	8.624	0.000
DT3 ← Delivery time	0,616667	0,616667	0,022	40.367	0.000
DT4 ← Delivery time	0,629861	0,629861	0,021	42.271	0.000
DT5 ← Delivery time	0,615278	0,614583	0,023	38.428	0.000
SQ1 ← Service quality	0,504167	0,5	0,082	8.807	0.000
SQ2 ← Service quality	0,484028	0,483333	0,086	8.088	0.000
SQ3 ← Service quality	0,502083	0,499306	0,069	10.550	0.000
SQ4 ← Service quality	0,504861	0,504861	0,062	11.628	0.000
SQ5 ← Service quality	0,55625	0,554861	0,039	20.504	0.000

**Path Estimation and Loading**

**Table 9. Path Coefficient in Boot Straping**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	V/NV
Customer satisfaction -> Behaviour intention	0.613	0.626	0.064	9.643	0.000	Valid
Delivery time -> Customer satisfaction	0.452	0.447	0.091	4.975	0.000	Valid
Service quality -> Customer satisfaction	0.471	0.481	0.089	5.311	0.000	Valid

Based on the results of this analysis, if t-count > t table, the instrument used is declared valid with an error rate of 10% or t-table - 1.96. Table 9 shows that each registered variable has a t-statistic and a relevant p value <0.05, so that the tested variable has a positive value or impact when used as further research material.

**Discussion**

This study was created through the analysis of relevant literature and the integration and revision of various sections of the questionnaire. The research questionnaire design was based on a measurement scale for some items. Items are measured with a 5-point Likert scale, where 1 point indicates - strongly disagree, and 5 points indicate Strongly Agree. Marty (2016) This study has 5 statements for service quality, 5 statements for delivery time, 5 statements for customer satisfaction and 5 statements for behavioral intention, so there are 20 indicators in total.

The respondent analysis totaled 100 respondents representing 50 males and 50 females. The majority of respondents (89%) were between 17 and 25 years old, and the rest fell into one of four age groups: under 17 years old, 26 to 34 years old, 36 to 43 years old, or over 44 years old.

In this study we conducted hypothesis testing regarding the relationship between variables using the bootstrap method. The purpose of the bootstrap method is to test the positive

influence between variables. From the PLS analysis, the test results using the bootstrap method in smartPLS 4 are as follows:

### **1. The effect of service quality on customer satisfaction**

The effect of service quality variables on customer satisfaction in e-commerce companies. Based on table 9, it can be obtained that the t value for the service quality variable is 5.311, this means that  $t_{count} > t_{table}$  ( $5.311 > 1.985$ ) with a significance of  $0.00 < 0.05$ . Then  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that service quality has a positive effect on customer satisfaction. The effect of service quality on customer satisfaction: The analysis results show that service quality has a positive and significant effect on customer satisfaction. This shows that the better the service provided by a company to its customers, the better customer satisfaction with the company. Based on consumer behavior theory, service quality is an important element in providing good service to customers. This is different from previous research according to (Ade Andriani Renouw, Andrei Maryen, Apriani Maria Maris Ladopura, n.d.) which shows that service quality has no significant effect on customer satisfaction at J&T Express Soron City Branch due to the gap in consumer perceptions with the Service Quality provided by J&T Express Soron City Branch, where the results show that the gap is due to the Service Quality provided by J&T Express Soron City Branch not in accordance with consumer expectations.

### **2. Effect of delivery time on customer satisfaction**

The variable effect of delivery time on customer satisfaction in e-commerce companies. Based on table 9, it can be obtained that the t value for the delivery time variable is 4.975, this means that  $t_{count} > t_{table}$  ( $4.975 > 1.985$ ) with a significance of  $0.00 > 0.05$ . Then  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that delivery time has a positive effect on customer satisfaction. According to (Handoko 2010) Timeliness is the time it takes for customers to order a product so that the product arrives safely and in accordance with a predetermined time. Therefore, timely delivery can make customers satisfied and make them believe in their choice. Therefore, timely delivery can make customers satisfied and make them believe in their choice. This is different from previous research according to (Ade Andriani Renouw, Andrei Maryen, Aprian Maria Maris Ladopura, n.d.) which shows that the timeliness of delivery does not have a significant effect on customer satisfaction at J&T Express Soron City Branch due to the gap in consumer perceptions with the timeliness of delivery provided by J&T Express Soron City Branch, where the results show that the gap is due to the timeliness of delivery provided by J&T Express Soron City Branch not in accordance with consumer expectations.

As many customers now place a high priority on delivery speed when choosing a shipping provider. When customers have a deadline to receive their purchase, delivery time becomes more important than price.

### **3. The effect of customer satisfaction on behavioral intentions**

The effect of customer satisfaction variables on behavioral intentions in e-commerce companies. Based on table 9, it can be obtained that the t value for the behavioral intention variable is 9.643, this means that  $t_{count} > t_{table}$  ( $9.643 > 1.985$ ) with a significance of  $0.00 > 0.05$ . Then  $H_0$  is rejected and  $H_a$  is accepted. It can be concluded that customer satisfaction has a positive effect on behavioral intentions. According to Kotler (2014) Customer satisfaction is a reaction that usually arises after the service is provided. This is in line with previous research Han and Ryu (2006) found that increasing customer satisfaction is a key indicator of consumers' willingness to reuse the service and recommend it to others. Customer behavioral intentions occur when customers are satisfied with what they receive.

Behavioral intentions may be a key indicator of shopper obtaining choices. According to the theory of reasoned action (TRA), a person's intention to perform an activity is the deciding figure of the real behavior that will be performed. In e-commerce, purchase intentions are frequently activated by believe within the benefit supplier and past buy encounters. Research shows that consumers tend to have higher purchase intentions if they are satisfied

with the quality of service received, including speed and accuracy of delivery. When customers feel that they are getting good service, it increases their trust in the e-commerce platform. Shopping eagerly have a positive impact on online shopping. This demonstrates that the higher the individual's deliberate to shop online, the higher the individual's escalated to shop online. People who have shopped online will certainly carry out online shopping exercises within the future, on the off chance that they have openings to shop online (Manu, 2016).

## CONCLUSION

This study concludes that, with customer satisfaction acting as a mediator, customer behavioral intentions are significantly affected by service quality and delivery time in an e-commerce logistics setting. The conclusion of this analysis suggests that improving customer satisfaction through on-time delivery and good customer service can lead to positive behavioral intentions to buy more.

Customers expect businesses to provide fast and accurate delivery times, and excellent service quality is defined as the capacity of businesses to meet their service expectations. This research emphasizes how important it is for e-commerce companies to focus on both to increase customer satisfaction and foster loyalty.

Companies need to adjust their logistics strategies in response to increasing customer demand for speed and quality of service as e-commerce grows. Companies can become more competitive in the market by investing in technology, training, feedback mechanisms, teamwork, and customer-centric strategies.

The quantitative method of this research includes the application of Structural Equation Modeling (SEM-PLS) analysis, which provides deep insight into the interrelationships between variables. With 100 respondents using e-commerce in Jakarta, the results show the importance and strength of the relationships between the factors under study.

Overall, by highlighting the importance of effective logistics and first-class customer support in improving user satisfaction and behavioral intentions, this study significantly improves e-commerce practices. Companies that can optimize both aspects will gain a greater competitive advantage in an increasingly competitive market.

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