Influence Timeliness and Price Against Loyalty Customer With Satisfaction Customer As Intervening Variables at PT.XYZ

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Abstract: This article is results from purposeful research For analyze about accuracy time and price delivery goods from company PT XYZ Good in a way Partial nor in a way influential simultaneous to loyalty customer through satisfaction customer as intervening variables. Method or tool analysis in study This use SmartPLS software 4 ie For test hypothesis influence variable independent to variable dependent Good in a way direct nor through variable intervening to loyalty customer. Test result state that accuracy time influential to satisfaction customers, price influential to satisfaction customer, satisfaction customer influential to loyalty customer, accuracy time No influential to loyalty customer (rejected), price influential to loyalty customer, accuracy time through satisfaction customer influential to loyalty customers, and prices through satisfaction customer influential to loyalty customer. From the results study This can concluded that there is 1 hypothesis that is not accepted or rejected that is accuracy time to loyalty customer. However with put satisfaction customer as variable intervening own positive implications and value important can accept hypothesis.

Keyword: Timeliness , Price, Satisfaction Customers , Loyalty Customer

INTRODUCTION

PT. XYZ is a companies operating in the field freight forwarding and trucking in Indonesia. This company established with objective main For provide solution logistics integrated to customers throughout Indonesia. Focus main from company this namely in freight forwarding and trucking, with ensure that goods customer transported with efficient, safe, and arrived appropriate time to destination end recipient goods or customer. As provider service freight forwarding, PT. XYZ own experience and expertise in arrange delivery of goods through various mode transportation sea, air and land. This company own network area that covers ports main, airport, and route land throughout Indonesia, with give service that can reliable to customer from various sector industry.

In the field trucking, PT. XYZ has a modern and well maintained vehicle fleet, as well team trained and experienced drivers, use technology latest for monitor travel and manage inventory goods. This company ensure that every delivery transported with efficiency tall and majestic accuracy time. Reliability service trucking carried out PT. XYZ, create company become partner logistics trusted by many customers throughout Indonesia. PT. XYZ give attention special to continuity environment that has commitment For reduce impact environment from operational with apply practices friendly environment and use efficient technology energy. Company PT. XYZ no only give service reliable logistics, but also ensure that company contribute positive to surrounding environment company .

In an era of competition increasing business strict this, a company will win competition when can create value and give satisfaction to customer through delivery goods or quality services. Fulfillment of needs and desires as well as mark quality service is largely determined by satisfaction customer. Insufficient service satisfying will cause reduced customer or users, even disappearance customers and move to company competitors other. This matter is challenge big for company in build image company and deliver satisfactory service. Companies must know behavior customer in purchase, use and evaluate service in frame fulfillment customer needs and satisfaction.

PT XYZ which was founded this year 2014 specialize self in provide service logistics and mode transportation For export and import that provides transportation land, sea and air. Internal company his activities provide service efficient door-to-door delivery with superiority competitive. PT XYZ has document experience success thousand delivery export, import and domestic are possible reliable for all need delivery based on system information integrated created by the team professional. Various challenges and obstacles faced company in serve customers, so customer always become goals and philosophy important company in implement solutions, services and prices best for all partner business.

In the world of logistics delivery is important things, and become attention delivery appropriate time is a things that everyone wants customer. Customer want the goods arrive appropriate time in accordance estimation time desired by the customer that alone no too fast and not too slow for avoid emergence costs that are not expected apart from accuracy time, price is variable important in fulfil satisfaction customer because many company freight forwarder give low price as well as varies with quality good service, so possible customer move to other companies. According to the Big Indonesian Dictionary (KBBI) Satisfaction is something of a nature satisfaction, pleasure, relief, and so on, because Already fulfilled desire his heart. Its creation satisfaction customer can give a number of benefits, including connection between company and its customers become harmonious and more near again, give good basis for customer For do purchase repeat. Next will created loyalty profitable customers for company.

In research This will discuss about influence accuracy time and price to loyalty customer with variable intervening satisfaction customer. Study This aim give understanding for increase satisfaction customers and loyalty customer from variable accuracy time and price. Research result This can give input for company For optimizing service company and fulfill need customer with more good according to (Kotler, 2010), marketing is a social and managerial process Where individuals and groups get what are they need and want through creation, supply and exchange products or value with party other. Marketing is one of from activities the main thing that entrepreneurs do in maintain business For develop and gain profit as size success business Good in form profit nor satisfaction . Succeed or not in achievement objective business depends from skill businessman in the field marketing. Besides that depends from functions is something business That can walk with fluent .

According to William J. In Wicaksono (Kotler, 2010) , marketing is something the whole system from activity planned business For plan, determine price, promote , and distribute goods and services available satisfying need good to existing buyers, there is nor

potential buyers. Other opinions regarding marketing stated by (Kotler, 2010) , marketing is covers any time somebody or organization make choice between various available alternatives influence in decision the management marketing happen when One party in A exchange potential think about ways For reach the response desired by the party other. Company goals will achieved if in operate his business carried out simultaneously with implementation good marketing. Doing and executing management marketing with Good will can maximizing the potential it has company so that can reach objective company. Understanding management marketing according to (P. And KLK Kotler 2016) (Quality et al., 2022) translated by Bob Sobran says that : " Management marketing as art and science selecting target markets and acquiring , retaining , and increase amount customer with create , deliver and communicate mark superior customer ".

Management marketing according to (Daryanto, 2011) (Quality et al., 2022) is a social and managerial process Where individual and group get needs and desires they with creating , offering and exchanging something of value One each other. Management marketing according to (Buchari Alma, 2011) (Quality et al., 2022) in his book management marketing and marketing services , are : " Activities analyze, implement and supervise all useful activities (programs). obtain level profitable exchange with buyer target in frame reach objective organization". Based on a number of the meaning above researcher come to understanding that management marketing is something art and science For selecting target markets and achieving, retaining as well as grow customer with do analysis, planning and program control with hope for purpose company can achieved. As base in analyze problem study This required possible theory support in solution problem form literature review from theories put forward by experts nor study relevant past as well as related articles the problems studied that is variable accuracy time, price , satisfaction customers and loyalty customer. Accuracy time is period time customer order product until product the arrived at the customer . Uncertainty time until delivery goods with promised time service that can be one factors that reduce feelings of satisfaction in self customer (Ardila & Irawan, 2022) (Eviani & Hidayat, 2021:11). Delivery process goods must in accordance with schedule that has been determined , if No in accordance so can become trigger customer For do complain.

Price according to (Kotler & Armstrong, 2016: 324) (Against et al., 2016) put forward that price is amount of money spent For something product or service or a number value exchanged by customers for obtain benefit or ownership nor use from A product or service. Loyalty customer according to (Siregar & Hakim, 2017) (Samantha & Almalik, 2019) , Loyalty customer is commitment customer to something brand, store, or supplier based on very positive traits in purchase period long. From understanding This can interpreted that faithfulness to brand obtained Because exists combination from satisfaction and complaints. Whereas satisfaction customer the present from how much performance company For give rise to satisfaction the with minimize complaint so that obtained purchase period length undertaken by the customer satisfied. Loyalty can created when hope customer can exceeded from hope, importance create quality service that is responsive to customer (Jaya Sakti et al., 2021).Satisfaction customer according to (Kotler, 2014) (Priambodo et al., 2021) , satisfaction customer is the perceived level at which a person is state comparing results performance something product or services received and expected. Satisfaction is function from perception or impression to performance and expectations. If performance more low than expected, customers no satisfied. If performance fulfil hope so customer satisfied, if performance exceed hope so customers are very satisfied or satisfied.

METHOD

Study This use testing hypothesis For know influence between accuracy time and price to loyalty customer through satisfaction customer as variable intervening. Accuracy time and price as variable independent, as well loyalty customer as variable dependent. Unit of

analysis used that is individual (user) of services service from PT. XYZ aims measure and identify related respondents with role mediation satisfaction customer on relationship accuracy time and price to loyalty customer. Study This is study Cross Sectional Because spread questionnaire done with take many sample in One period the same time and simultaneously random.

Population study

According to Sugiyono (2019) in journal (Murtadho, 2021) Population is generalization of the region it consists of on object / subject that has qualities and characteristics certain conditions determined by the researcher For studied and then withdrawn the conclusion . Population in study This is customer from PT. XYZ .

Based on the author 's information get it from interview No structured with one party company state that average amount per day customer new as many as 4 (four) people. So, population in study this is the author use as object study is user service PT. XYZ from January - July 2023 as many as 86 people.

Research sample

According to Sugiyono (2019) in journal (Murtadho, 2021) The sample is part from the number and characteristics possessed by the population the . If population big, and researcher No Possible learn everything in the population, because limited funds, energy and time, then researcher can use samples taken from population and really representative or represent. Deep sample study This use sample saturation taken from population which is all over customer from PT. XYZ in period 6 months time as many as 86 customers .

According to Sugiyono (2019) in journal (Murtadho, 2021) saturated sampling is technique election sample if all member population made sample. Retrieval technique sample in study This use saturated sampling technique, where all population in study This made sample.
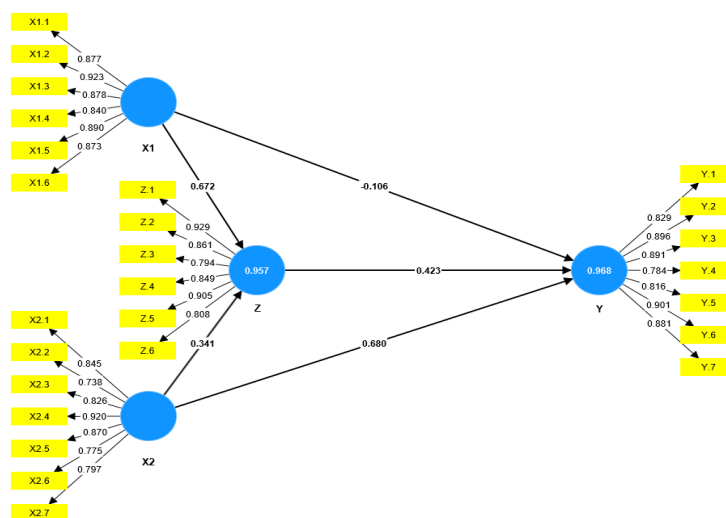
RESULTS AND DISCUSSION
Construct Test Validity

Figure 1
PLS Algorithm Image
(Source : processed by researchers use SmartPLS 4)

Design of this model describe How connection latent variable referred to in the hypothesis, formulation problems and studies theory. Figure 4.1 is inner design of the resulting model processing software SmartPLS 4 where circle blue is symbolism from

variable study . Accuracy time symbolized with X_1 which has 3 indicators with 6 statements , Price is denoted with X_2 which has 4 indicators with 7 statements , satisfaction customer symbolized with Z which has 3 indicators with 6 statements , and loyalty customer linked to Y which has 4 indicators and 7 statements.

Table 1
Reliability Construct Test Table

Variables	Cronbach's alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)	Results
Timeliness (X_1)	0.942	0.943	0.954	0.775	Reliable
Price (X_2)	0.922	0.929	0.938	0.683	Not Reliable
Loyalty Customer (Y)	0.940	0.943	0.951	0.736	Reliable
Satisfaction Custome (Z)	0.928	0.932	0.944	0.738	Reliable

(Source : processed by researchers with use SmartPLS 4)

From table on is known mark Cronbach's alpha For every latent variables are measured more big from 0.70 ago can said own mark acceptable reliability or tall . Based on reliability test results above , shows that variable accuracy time own mark Cronbach's alpha amounting to 0.942 > 0.70 price own mark Cronbach's alpha is 0.922 > 0.70 loyalty customer own mark Cronbach's alpha of 0.940 > 0.70 and satisfaction customer own mark amounting to 0.928 > 0.70. With the exception of the price variable, the AVE value is smaller than 0.7. Square root from Average Variance Extracted (AVE) for every variable more big than coefficient variable other. Size This can accepted For variable whatever has determinant good value. From the validity test discriminant all over variable Timeliness, Price, Loyalty Customers, and Satisfaction Customer validated with AVE value is more big from 0.70 .

Model Fit Test

Table 2 R-square table

Variables	R square	R square Adjusted	Results
Loyalty Customer (Y)	0.968	0.966	Moderate
Satisfaction Customers (Z)	0.957	0.955	Moderate

(Source : processed by researchers with use SmartPLS 4)

Value for an R- squared value of 0.75 is strong , 0.50 is medium, and 0.25 is weak . Based on R value ^{2} from second variable that , then involve relevance prediction Q^2 .

Goodness of Fit Test

Table 3 Path coefficients and T-values

Path	Original Sample (O)	T Statistics	P Values	Results
Timeliness to Satisfaction Customer	0.672	12,761	0,000	Accepted
The Price to Satisfaction Customer	0.341	6,222	0,000	Accepted

Satisfaction Customer to Loyalty Customer	0.423	3,683	0,000	Accepted
Timeliness to Loyalty Customer	-0.106	1,110	0.267	Not accepted
The Price to Customer Loyalty	0.680	9,696	0,000	Accepted
Timeliness to Satisfaction Customer to Loyalty Customer	0.284	3,366	0.001	Accepted
Price Satisfaction Customer Loyalty Customer	0.144	3,424	0.001	Accepted

(Source : processed by researchers with use SmartPLS 4)

Testing Hypothesis First (H $_1$)

Testing hypothesis First done For see is accuracy time influential positive to satisfaction customer . Results testing can seen from table 4.6 in on , satisfaction customer obtain mark original sample estimate of 0.672 with t- statistic value 12.761 > 1.96 which mean variable accuracy time influential positive to satisfaction customer with level significance 5%. Based on results testing the can concluded that **hypothesis first (H1 $_)$ is accepted.**

Testing Hypothesis Second (H $_2$)

Testing hypothesis second This addressed For see price to satisfaction customer . Based on results testing price obtain mark original sample estimate of 0.341 with t-statistic value 6.222 > 1.96 which is significant variable price influential positive to satisfaction customer with significance 5%. From results regression hypothesis the can conclude that **hypothesis second (H $_2$) is accepted.**

Testing Hypothesis Third (H $_3$)

Testing hypothesis third addressed For see influence satisfaction customer to loyalty customer . Based on results testing obtain mark original sample estimate of 0.423 with t-statistic value 3.683 > 1.96 which is significant variable satisfaction customer influential positive to loyalty customer with significance 5%. From results regression hypothesis the can conclude that **hypothesis third (H $_3$)accepted.**

Testing Hypothesis Fourth (H $_4$)

Testing fourth done For see is accuracy time influential negative to loyalty customer . Based on results can seen mark original sample estimate is of -0.106 with t- statistic value 1.110 < 1.96 which is significant variable accuracy time No influential to loyalty customer with significance 5%. From results regression hypothesis the can conclude that **hypothesis fourth (H $_4$) no accepted .**

Testing Hypothesis Fifth (H $_5$)

Testing hypothesis fifth This addressed For see influence price to loyalty customer . Based on results testing price obtain mark original sample estimate of 0.680 with t-statistic value 9.696 > 1.96 which is significant variable price influential positive to loyalty customer with significance 5%. From results regression hypothesis the can conclude that **hypothesis fifth (H $_5$)accepted.**

Testing Hypothesis Sixth (H $_6$)

Testing hypothesis sixth addressed For see influence accuracy time to loyalty customer with satisfaction customer as mediation. Based on results testing accuracy time obtain the original sample estimate value is 0.284 with t- statistic value 3.366 > 1.96 which is significant variable accuracy time influential positive to loyalty customers and satisfaction customer as mediation with significance 5%. From the results regression hypothesis the can conclude that **hypothesis the sixth (H $_6$) is accepted.**

Testing Hypothesis Seventh (H $_7$)

Testing hypothesis seventh addressed see influence price to loyalty customer with satisfaction customer as mediation . Based on results testing price obtain mark original sample estimate of 0.144 with t- statistic value 3.424 > 1.96 which is significant variable price influential positive to loyalty customers and satisfaction customer as mediation with significance 5%. From the results regression hypothesis the can conclude that **hypothesis seventh (H $_7$) is accepted.**

CONCLUSION

Existing data analyzed as well as discussion on research This about influence accuracy time and price to loyalty customer with satisfaction customer as variable Intervening at PT. XYZ in 2023, you can concluded that :
1. Accuracy time to satisfaction customer based on count statistics on SmartPLS 4 obtain t- statistic value 12.761 > 1.96 which is significant accuracy effective time on services provided by the company influential positive to satisfaction customer .
2. Price against satisfaction customer based on count statistics on SmartPLS 4 obtain t- statistic value 6.222 > 1.96 which is significant determination Very affordable price and quality good service influential positive to satisfaction received customer .
3. Satisfaction customer to loyalty customer based on count statistics on SmartPLS 4 obtain t- statistic value 3.683 > 1.96 which is significant satisfaction customer on services provided company influential positive to loyalty customer .
4. Accuracy time to loyalty customer based on count statistics on SmartPLS 4 obtain t- statistic value 1.110 < 1.96 which mean customer consider accuracy time No own influence to loyalty customer .
5. Price against loyalty customer based on count statistics on SmartPLS 4 obtain t- statistic value 9.696 > 1.96 which is significant set price very affordable company influential positive to loyalty customer.
6. Accuracy time to loyalty mediated customers satisfaction customer based on count statistics on SmartPLS 4 obtain t- statistic value 3.366 > 1.96 which is significant accuracy effective time can give satisfaction customers, so satisfaction customer mediate accuracy influential time positive to loyalty customer .
7. Price against loyalty mediated customers satisfaction customer based on count statistics on SmartPLS 4 obtain t- statistic value 3.424 > 1.96 which is significant satisfaction customer mediate set price influential positive to loyalty customer . Price offered in accordance with service received customer so that customer feel satisfied and loyal to use service company.

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