THE INFLUENCE OF QUALITY OF SERVICE AND GOODS' DELIVERY PUNCTUALITY AN CUSTOMER SATISFACTION WITH CUSTOMER TRUST AS AN INTERVENING VARIABLE

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Abstract
PT. Panasonic Industrial Components Indonesia is a subsidiary of the Panasonic Group which is a global electronics company that has subsidiaries in many countries that provide import and export services in the field of electronic components. With this increasingly existing competition, companies are expected to be able to know the factors that can affect customer satisfaction including service quality, delivery punctuality, customer trust and customer satisfaction. Based on the phenomenon above, the authors are interested in taking the title of research on the effect of service quality and punctuality delivery on customer satisfaction with trust as an intervening variable. The purpose of this study was to determine the effect of service quality and delivery of goods on customer satisfaction and trust as intervening variables Research conducted at PT. Panasonic Industrial Components Indonesia, with a study population of 171 customers, spread across 12 countries using the slovin formula to obtain a sample of 120 respondents at a 5% margin of error. for collecting data using the technique of questionnaire methods, and direct observation. And for data analysis using the Smart Partial Least Square (PLS) analysis method version 3.0, the data tests used in this study are reliability tests, validity tests, statistical tests and classical assumption tests. The results showed H1: There is a positive effect of service quality on customer satisfaction, H2: There is a positive effect on timely delivery on customer satisfaction, H3: There is a positive effect of service quality on trust 0.185, 0.191, 0.088, 2.112, 0.035, H4: There is a positive influence on time delivery on Trust 0.042, 0.023, 0.105, 0.402, 0.688, H5: There is a positive effect of trust on customer satisfaction 0.164, 1.993, 0.047, The hypothesis is accepted, H6: There is an indirect effect of service quality on customer satisfaction through trust 0.030, 0.034, 0.025, 1.232, 0.218, H7: There is an indirect effect of timely delivery on customer satisfaction through trust.

Keywords: Service Quality, Delivery Time, Customer Trust, Customer Satisfaction

INTRODUCTION

International trade is trade in goods and services between countries based on agreements that have been made before. With international trade, countries can easily obtain goods that are not produced by their own countries, can expand markets and profits and make people in a country more developed by understanding increasingly modern technology transfers.

International trade activities cannot be separated from export-import activities which are a means of exchanging goods and services across countries. Exports and imports have a major influence on a country's economy because not all countries have the same potential natural

resources and human resources so that to complement these limitations an exchange of natural resources and human resources is carried out (Hansopaheluwakan, 2017).

One of the industries that play a role in Indonesia's exports and imports is PT. Panasonic Industrial Components Indonesia, a subsidiary of the Panasonic Group which is a global electronics company that has subsidiaries in many countries that provide import and export services in the field of electronic components.

Table 1. Export Data of PT. Panasonic Industrial Components Indonesia During 2019 – 2021

No.	Bulan	BP (US$)			Actual (US$)			Actual (US$)		
		2019	2020	2021	2019	2020	2021	2019	2020	2021
1	April	133,882,000	133,882,000	106,171,500	124,510,260	98,350,755	98,739,495	93%	73%	93%
2	Mei	112,631,000	112,631,000	83,900,000	104,746,830	73,245,870	78,027,000	93%	65%	93%
3	Juni	95,640,000	95,640,000	106,272,000	88,945,200	101,831,280	98,832,960	93%	106%	93%
4	Juli	133,244,000	133,244,000	105,475,000	122,584,480	93,688,660	97,037,000	92%	70%	92%
5	Agustus	116,858,000	116,858,000	109,166,000	107,509,360	90,510,060	100,432,720	92%	77%	92%
6	September	125,037,000	125,037,000	109,165,500	115,034,040	92,865,260	100,432,260	92%	74%	92%
7	Oktober	115,462,000	93,582,000	98,333,000	109,688,900	88,902,900	93,416,350	95%	95%	95%
8	November	107,730,000	99,465,000	112,626,000	102,343,500	94,491,750	106,994,700	95%	95%	95%
9	Desember	107,040,000	87,702,000	91,182,000	101,688,000	83,316,900	86,622,900	95%	95%	95%
10	Januari	100,660,000	90,603,315	100,683,000	94,620,400	85,167,116	94,642,020	94%	94%	94%
11	Februari	90,530,000	84,384,500	90,437,500	85,098,200	79,321,430	85,011,250	94%	94%	94%
12	Maret	102,820,000	92,378,000	93,844,500	96,650,800	86,835,320	88,213,830	94%	94%	94%
	Total	1,341,534,000	1,143,279,815	1,207,256,000	1,253,419,970	1,068,527,301	1,128,402,485			

Source : Reports of PT. Panasonic Industrial Components Indonesia

Table 1. It can be seen that the quantity of BP at PT. Panasonic Industrial Components Indonesia continues to experience variations from year to year, in 2019 it was 1,341,534,000, in 2020 it was 1,143,279,815 (decreased) and in 2021 it was 1,207,256,000 (increased). And so also the actual data experienced fluctuations in 2019 amounting to 1,253,419,970 in 2020 amounting to 1,068,527,301 (decreasing) and in 2021 amounting to 1,128,402,485 (experiencing an increase again). So it can be concluded that in 2020 both BP and Actual have decreased, because in that year the Covid-19 cases were still high and in 2021 they started to rise again, although not as big as in 2019. Therefore, the volume of shipments and the frequency of shipments in 2020 have decreased, did not fulfill the order.

As with other industries, competition is very tight in the export-import sector of electronic components. As more businesses enter the market, consumers will be able to choose from a variety of providers offering the same service, each with their own unique set of perks. If a business offers high-quality goods or services, it must outperform its competitors in terms of customer satisfaction, because this will determine the sustainability of the company's ongoing business.

There is a problem gap faced by PT. Panasonic Industrial Components Indonesia or (GAP), namely that the export value over the last three years (2019-2021) has not increased much, and in fact, has decreased drastically in 2020. So it indicates that customer satisfaction has not been optimal.

Customer Satisfaction is a measure of how well actual performance or results meet or exceed customer expectations. Satisfaction is proportional to the difference between actual and expected results (Kotler & Keller, 2016). Customer satisfaction can be seen as the extent to which a person is happy or dissatisfied with a service or product after comparing the actual delivery with his own expectations. Customers will be happy if the product performs better

than they expected. However, if performance falls short of what was promised, the customer is most likely dissatisfied.

Customer Trust is the belief that an item has a certain quality; This belief is also known as the relatedness of object attributes, or belief in the potential relationship between an item and its characteristics (Sumarwan, 2015). Trust is very important in today's competitive environment, especially when it comes to keeping partnerships together

If people stop believing in the products that the Company offers, it will be more difficult to sell and grow the business being marketed.

Service quality refers to how effectively a company is able to meet the wants and requirements of its customers while also providing them with the service they expect. The quality of a service is affected by both the service provided and the service anticipated. Service is considered very good or positive if it exceeds customer expectations. When the service provided goes above and beyond what was anticipated, that's when people say the quality of the service is "perfect." (Tjiptono, 2015)

Timeliness is adherence to the agreed delivery date and time to avoid disappointing the client (Hafizha et al., 2019). Maintaining customer trust and loyalty requires organizations to prioritize timely and safe delivery of customer orders (Febriansah & Meiliza, 2020).

RESEARCH METHODS

This research is a quantitative research. The data is generated from the responses of respondents to the questionnaire given. The measurement scale uses a Likert scale which is filled in by the respondent. The data source for this research is primary data, namely data obtained directly from respondents through questionnaires.

The sampling method used was proportionate random sampling, the researchers in the Arikunto sample by Yusuf Muri used the basic random sampling method, where all subjects were given the same opportunity to be selected. Panasonic Industrial Components Indonesia spread across 12 (twelve) countries, namely 120.

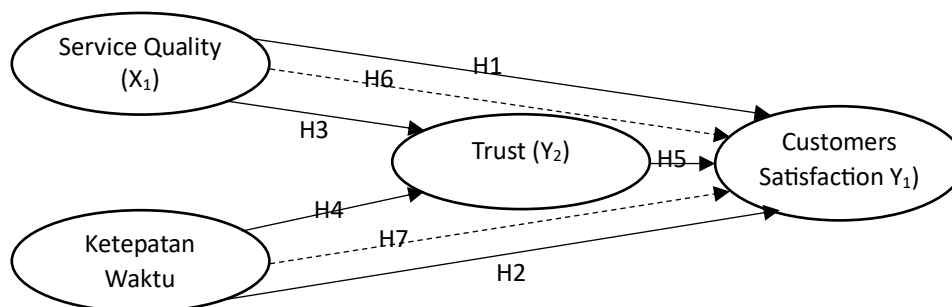The framework for this research can be seen in Figure 1.

Figure 1. Framework

RESULT AND DISCUSSION

Data analysis used SmartPLS software version 3.0 which was run on computer media. PLS (Partial Least Square) is a variant-based structural equation analysis (SEM) that can simultaneously test the measurement model as well as test the structural model. With 3 (three) stages. First, Test the Validity. Second, Reliability Test. Third, Hypothesis Testing.

The type of data used in this study uses primary data. The data were collected by the researchers themselves directly from the first source or where the research object was conducted through a questionnaire survey via the Google Form. obtained from informants

regarding the research topic as primary data. Primary data is a data source that directly provides data to data collectors (Ghozali, 2016)

First Stage of Data Feasibility Test (Validity)

In the first convergent validity test for loading factors, all indicators were declared valid because their values were above the rule of thumb, namely > 0.70. Table 2. The following shows the results of the actual convergent validity test.

Tabel 2. Convergent Validity

	Kepercayaan (Y2) Intervening	Kepuasan Pelanggan (Y1)	Ketepatan Waktu Pengiriman (X2)	Kualitas Pelayanan (X2)
PCY1	0,807			
PCY2	0,763			
PCY3	0,771			
PCY4	0,827			
PCY5	0,804			
PEL1				0,857
PEL2				0,941
PEL3				0,872
PEL4				0,926
PEL5				0,873
PUAS1		0,751		
PUAS2		0,916		
PUAS3		0,804		
PUAS4		0,914		
PUAS5		0,859		
PUAS6		0,899		
WKTU1			0,704	
WKTU2			0,758	
WKTU3			0,814	
WKTU4			0,725	
WKTU5			0,733	
WKTU6			0,768	
WKTU7			0,768	
WKTU8			0,748	

Source : Processed Data (2023)

Convergent validity using the AVE test also shows that all variables are valid. Second Stage of Data Feasibility Test (Reability)

Tabel 3. Reliability and Validity

	Cronbach's Alpha	Rho_A	Composite Reliabilty	Average Variance Extracted (AVE)
Trust	0,855	0,861	0,895	0,631
Customers Satifaction	0,928	0,933	0,944	0,739
Delivery Punctuality	0,893	0,905	0,913	0,567
Service Quality	0,937	0,943	0,952	0,800

Source : Processed Data (2023)

From the table above, the Cronbach's Alpha and composite reliability values for all variable values are greater than 0.7, this shows that all the variables in the table have good or reliable reliability. Also from the Average Variance Extracted (AVE) based on the criteria, the variable value is more than 0.5, so all variables have good reliability.
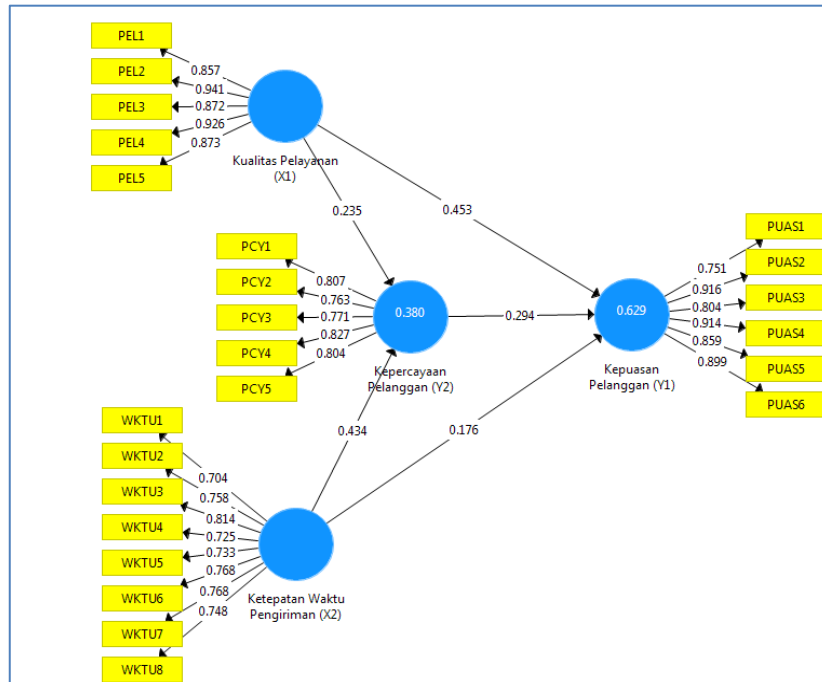
Stage Three Hypothesis Testing

Figure 2 Outer Model

R-square

R-square evaluation must be carried out in measuring structural model research, still based on SmartPLS 3.0 software - PLS Algorithm, Rsquare output can be seen for Endogenous Customer Satisfaction and Trust Endogenous Variables, as Table 4.6 below.

Tabel 4. R-Square

	R Square	R Square Adjusted
Trust	0,380	0,369
Customers Satisfaction	0,629	0,619

Source : Processed Data (2023)

Table 4 above shows that the adjusted R-square value of the Trust variable is 0.369, meaning that the Trust variable can be explained 36.9% by the Quality of Service and Timely delivery variables.

While the adjusted R-Square value of Customer Satisfaction is 0.619, it means that the Customer Satisfaction variable can be explained by 61.9% of the trust variable, and . The rest can be explained by variables outside the model.

Inner VIF results

Correlation between independent variables and other independent variables should not exist in a good regression model. The following is table 4.7. result of inner VIF

Table 5 Inner VIF Value

	Trust	Customer satisfaction	Delivery Punctuality	Service Quality
Trust		1,612		
Customer Satisfaction				
Delivery Punctuality	1,783	2,088		
Service Quality	1,783	1,873		

Data: Source processed (2023)

Table 5 above shows that all VIF results show less than 5.00 indicating that there is no multicollinearity between variables in the study.

Hypothesis

The hypothesis that has been given must be measured its significance. This can be obtained by looking at the T-statistic > 1.65 (one tailed) and P-value <0.05 because this study uses a 95% confidence level. The following is a table of the results of hypothesis testing.

Table 6. Results of the Direct Effect Hypothesis

Hypothesis	Original Sample	T-statistic	Sig P-value	Hypothesis Analysis
H1: There is a positive effect of service quality on customer satisfaction	0,453	6,070	0,000	The hypothesis is accepted
H2: There is a positive influence on delivery punctuality on customer satisfaction	0,176	1,994	0,023	The hypothesis is accepted
H3: There is a positive effect of service quality on trust	0,235	2,510	0,006	The hypothesis is accepted
H4: There is a positive influence on the delivery punctuality on Trust	0,434	5,263	0,000	The hypothesis is accepted
H5: There is a positive influence of trust on customer satisfaction	0,294	3,369	0,000	The hypothesis is accepted

Source: Processed data (2023)

Table 7. Hypothesis Results of Indirect Effect

Hypothesis	Original Sample	T-statistic	Sig P-value	Hypothesis Analysis
H6: There is an indirect effect of service quality on customer satisfaction through trust	0,069	1,832	0,034	The hypothesis is accepted
H7: There is an indirect effect of delivery punctuality on customer satisfaction through trust	0,128	2,891	0,002	The hypothesis is accepted

Source: Processed data (2023)

Table 8. Direct Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values

Customer Trust (Y2) -> Customers Satisfaction (Y1)	0,294	0,289	0,087	3,369	0,000
Delivery Punctuality (X2) -> Customer Trust (Y2)	0,434	0,438	0,083	5,263	0,000
Delivery Punctuality (X2) -> Customer Satisfaction (Y1)	0,176	0,180	0,088	1,994	0,023
Quality of Service (X1) -> Customers' Trust (Y2)	0,235	0,241	0,094	2,510	0,006
Service Quality (X1) -> Customer Satisfaction (Y1)	0,453	0,453	0,075	6,070	0,000

Data: Source processed (2023)

Table 9. Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Timely Delivery (X2) -> Customer Trust (Y2) -> Customer Satisfaction (Y1) Customer (Y2) -> Customer Satisfaction (Y1)	0,128	0,126	0,044	2,891	0,002
Service Quality (X1) -> Customer Trust (Y2) -> Customer Satisfaction (Y1)	0,069	0,071	0,038	1,832	0,034

Data: Source processed (2023)

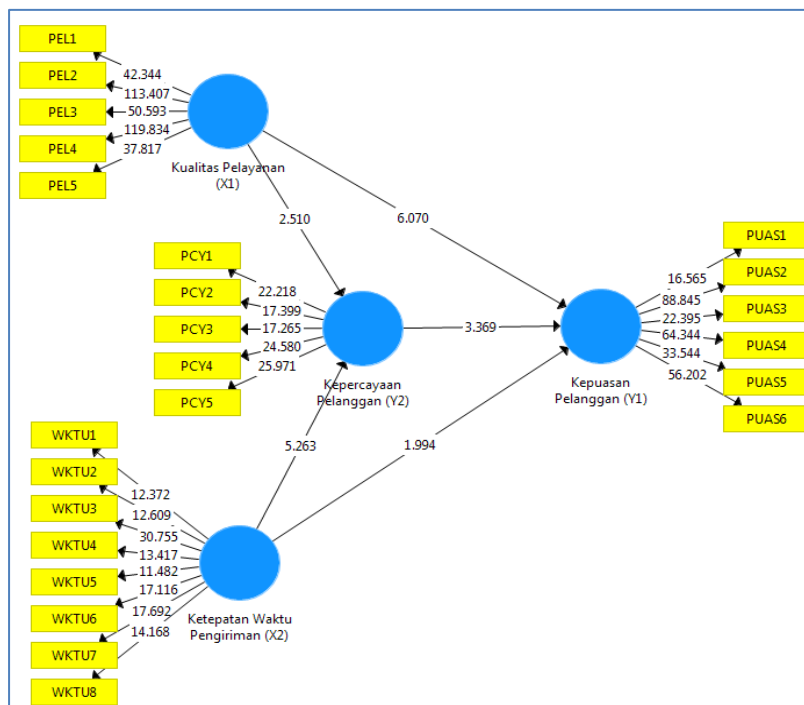As seen in the picture below the inner model.

Figure 3 Inner Model
Source: Processed data (2023)

Discussion

H1: There is a positive influence of service quality on customer satisfaction

From table 6. it shows that the t-statistic is 6.070, implying that there is a direct impact of service quality on customer satisfaction because the t-statistic is greater than the t-value of 1.96. The original sample was 0.453 indicating that the impact of service quality is positive on customer satisfaction. Also, the p-value is 0.000 implying that the impact of service quality is significant on customer satisfaction because the p-value is less than 0.05. Which means the higher the value of service quality, the higher customer satisfaction.

This research succeeded in proving that there is a positive influence of service quality on customer satisfaction. Hypothesis accepted.

H2: There is a positive influence on timely delivery of customer satisfaction

From table 6. it shows that the T-statistic is 1.994 implying that there is a positive direct effect of timely delivery on customer satisfaction because the T-statistic is greater than the T-value of 1.95. The original sample was 0.176 indicating that the impact of on time delivery on customer satisfaction is positive. Also, the p-value is 0.023 implying that the impact on timely delivery is significant on customer satisfaction because the p-value is smaller than 0.05.

This research succeeded in proving that there is a positive and significant influence of service quality on customer satisfaction. Hypothesis accepted

H3: There is a positive effect of service quality on trust

From table 6. it shows that the T-statistic is 2.510 implying that there is a direct impact of service quality on trust because the T-statistic is greater than the T-value of 1.96. The original sample is 0.235 indicating that service quality on trust is positive. Also, the p-value is 0.006 implying that service quality has a significant impact on trust because the pvalue is smaller than 0.05. Which means the higher the value of service quality, the higher the trust.

This research succeeded in proving that there is a positive influence of service quality on trust. Hypothesis accepted.

H4: There is a positive influence on timeliness of delivery on Trust

From table 6. it shows that the T-statistic is 5.263 implying that there is a significant impact of the timeliness of delivery on trust because the T-statistic is greater than the T-value of 1.96. The original sample was 0.434 indicating that the impact of on time delivery on trust is positive. Also, the p-value is 0.000 implying that the impact of delivery punctuality on trust is significant because the p-value is less than 0.05.

This study succeeded in proving the significant effect of delivery punctuality on trust. Hypothesis accepted.

H5: There is a positive influence of trust on customer satisfaction

From table 6. it shows that the T-statistic is 3.369 implying that there is a positive direct impact of trust on customer satisfaction because the T-statistic is greater than the T-value of 1.96. The original sample is 0.294 indicating that the impact of trust on customer satisfaction is positive. Also, the p-value is 0.000 implying that the impact is significant because the p-value is smaller than 0.05.

This research succeeded in proving the positive and significant direct effect of trust on customer satisfaction. The hypothesis is accepted.

H6: There is an indirect effect of service quality on customer satisfaction through trust

Table 7 shows that the p-value is positive 0.034. This implies that trust is able to mediate service quality on customer satisfaction, the impact is positive and significant because the p-value is less than 0.05.

This research succeeded in proving the positive and significant indirect effect of service quality on customer satisfaction through trust. Hypothesis accepted.

H7: There is an indirect effect of delivery punctuality on customer satisfaction through trust 0.128, 2.891, 0.002 Hypothesis accepted

Table 7 shows that the p-value is 0.002, which implies that trust is able to mediate delivery punctuality on customer satisfaction, with a significant positive impact because the p-value is less than 0.05.

This research succeeded in proving the positive and significant indirect effect of service quality on customer satisfaction through trust. Hypothesis accepted.

CONCLUSION

Based on the discussion of the research results, it can be concluded that service quality is important for the spirit of the organization to be able to develop in the current era of competition. According to the results of the study, the exogenous variables that the authors examined, namely service quality and timely delivery, all had a significant effect on customer satisfaction as well as on the trust variable. It is also proven that trust is able to mediate positively and significantly the variables of service quality and timely delivery on customer satisfaction. In relation to B2B business to business through the supply chain, service quality and timely delivery will be able to become a barometer for management to continue to obtain customer satisfaction.

The application of the results of this study supports existing theories regarding service quality on customer satisfaction and on time delivery on customer satisfaction, as well as trust in customer satisfaction. on the organization's business environment to be able to develop in a better direction.

Suggestions put forward from the results of this study for other agencies, research results which show a significant direct relationship between service quality to customer satisfaction and timely delivery of customer satisfaction and trust in customer satisfaction. As well as the role of mediation of trust that has a significant effect on service quality on customer satisfaction and timely delivery on customer satisfaction. This can be a reference and reference to continue for other agencies that these variables can have a significant effect on increasing customer satisfaction.

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