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Analysis of The Influence of Web Trace and Tracking, Delivery Timeliness, and Tracking System Facilities on Customer Satisfaction at PT JNE Kalimalang Branch, East Jakarta

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Abstract: The purpose of this study is to analyze the influence of web trace and tracking facilities, delivery timeliness, and tracking system facilities on customer satisfaction of JNE Kalimalang East Jakarta branch. This study uses the SPSS program. The data were evaluated using t-test, f-test, determination coefficient test, validity test, reliability test, classical assumption test, multiple regression analysis and multiple correlation. The participants in this study are customers who use JNE delivery services as many as 150 respondents. The results of the research on the influence of web trace and tracking on customer satisfaction can maximize the features in the JNE application and the website is easier to use with a simpler, more communicative, and user-friendly design. The results of the research on the timeliness of delivery to customer satisfaction can be checked directly on the JNE application. The punctuality of package delivery is according to the estimate provided by the company so that customers feel satisfied. As a result of the research of tracking system facilities on customer satisfaction, the company is able to provide online tracking services with high accuracy that can increase consumer satisfaction.

Keyword: Web Trace and Tracking, Delivery Timeliness, Tracking System Facilities, Customer Satisfaction.

INTRODUCTION

In the ever-evolving digital age, logistics and freight forwarding services have undergone a significant transformation through the application of tracking and web tracking technology. The system allows consumers to track the status of goods delivery in real-time, providing accurate information regarding the location and time of delivery. The timeliness of shipping and tracking system facilities is an important element that affects customer satisfaction in the shipping industry, as customer satisfaction is an asset that must be well

maintained and is an important part of the business objectives that must be achieved (Tanasale et al., 2023).

Currently, freight forwarding services are developing very rapidly. People who buy goods usually want easy, fast, safe, and practical delivery. One part of the need for customer satisfaction is freight forwarding services. JNE is one of the freight forwarding companies. The demand for freight forwarding services continues to increase in line with the growth of the business world and people's lifestyles that not only handle documents and small packages, but also handle transportation, logistics, and distribution (Tambunan, 2023).

One of the electronic services offered by the JNE company through its website is web trace and tracking which is usually used for tracking goods or packages including tracking and web monitoring that allows customers to know the status of goods that are still in the process of being delivered. Customers can directly check the status of the shipment through the online tracking system facility which is displayed exclusively on the JNE trace and tracking website by adding the delivery receipt number and getting the latest information regarding the delivery status, package receipt process, hub process, and destination address delivery. In addition, JNE also provides automatic notifications via email or SMS to notify customers of changes in delivery status (Poetri et al, 2019).

Customer satisfaction is greatly influenced by the web tracking and surveillance system facilitated by JNE by providing transparency, speed, and security in every transaction, by utilizing technological advances and digitalization, the company strives to achieve customer satisfaction (Maemunah et al., 2023).

This is due to the ease of access and data security offered by the web trace and tracking system facilitated by JNE. It was found that Web Trace and Tracking in the overall quality of its logistics services have not had an impact on customer satisfaction because there are still cases of damage to goods and delays in the delivery process. Customer satisfaction is greatly influenced by the accuracy of delivery, without paying attention to customer concerns about the quality of the goods delivered. Consumers are expecting fast delivery times in this fast-paced era. Consumers want their orders to arrive on time or even faster than promised. So companies like JNE need to ensure that they can meet these expectations to maintain and improve customer satisfaction. Delays in delivery can lead to dissatisfaction, complaints, and even loss of customers (Santoso et al., 2021).

Logistics companies such as JNE companies must consider the delivery time of goods. Delivery time is defined as the length of time it takes for customers after they order the goods until they receive them. This is because this is one of the most important aspects in terms of customer satisfaction. Many customers choose reliable logistics services because they can ensure timely delivery of goods (Renaldi et al., 2023).

Tracking system facilities have a positive effect on consumer satisfaction of JNE delivery service users, although the price factor has a greater influence. This indicates that in addition to a good tracking system, the price aspect also needs to be considered by the company to increase customer satisfaction. Nevertheless, the focus on improving tracking technology remains a strategic step to maintain and increase customer loyalty (Aisyah et al., 2021).

Information and communication technology is a challenge for companies to create effective business processes in order to excel from competitors and become the key to the company's success. Customer satisfaction in the freight forwarding service industry is an effective web tracking system, timely delivery, and tracking system facilities. Adequate tracking system facilities are essential to improve customer satisfaction. In today's increasingly digitally connected world, the ability to provide real-time information on the status of a shipment is a critical necessity for delivery service providers (Maemunah, 2019).

In the context of JNE services, there are problems that need to be overcome related to the inaccuracy of delivery time and the quality of logistics services. The problem with online ordering is that even though there is positive feedback from customers, not a few customers give negative feedback, there are customer complaints related to delivery delays, damage to goods, and loss of goods (Maemunah et al., 2023).

This study aims to explain how improved tracking systems and delivery accuracy can contribute to increased customer satisfaction. In addition, the study will also examine how an effective and efficient tracking system facility can reduce consumer concerns regarding shipping uncertainty and provide a better customer experience. Thus, companies like JNE can strengthen their competitive position in the logistics market and optimally meet consumer expectations (Dikaprio et., al 2020).

Literature Review

1. Web Trace and Tracking

The online tracking system is a company system that focuses on the logistics business that is deliberately provided by the company to make it easier for customers to find out information about their goods while they are still in the delivery process by recording the receipt number. According to Hariyanto, (2015) the web is a collection of pages that display information on text data, image data, sound, and video from a combination of all of them both static and dynamic that form a series of interconnected buildings. According to Hirzi and Muliawati, (2021) tracking can be said to be a tracking activity to find out the flow of the activity to the extent to which the activity is carried out. Tracking literally means following a flow, or in the sense of being free is an activity of following the trail of an object. According to Sukisno & Wuni, (2017) a tracking system is a system used to ensure that the entire process has run as it should, so that accurate information can be produced. From the definition of web tracking above, it can be concluded that web tracking is an activity to monitor the existence of goods obtained from tracking equipment through the internet that can be accessed by a web browser (Dewantoro et al., 2020).

2. Delivery Timeliness

According to Handoko (2010), punctuality is the length of time it takes for consumers to order products until the product arrives in the hands of consumers. The estimated arrival is usually a benchmark for consumers to find out whether the delivery service is good or not (Attamimi et al., 2020).

Delivery timeliness is the period of time from the time the customer orders a product until the product can reach the buyer. The definition of punctuality is the ability of a supplier to deliver a package on time with a small number of shipping lots. There will be an assessment between the supplier and the company, its production capacity, and its ability to make deliveries on time (Dikaprio et.al 2020). Delivery timeliness can be interpreted as the timeliness of the goods arriving in the hands of consumers and the certainty that the ordered goods can reach the destination address, so that they always gain trust and loyalty (Huda et al., 2023).

3. Tracking System Facilities

Facility is a form of material things to add value to the use of a product or service offered, this is the application of Andari in the journal Sakti and Mahfudz (2018). Then according to Tjiptono in the journal Hafizha, Abdurrahman, et al. (2019) explained that facilities are physical resources that must exist before services are offered to the market. As for monitoring the location of company vehicles that still do not use the system, which can cause several problems, including delayed deliveries, documentation that is not properly systematized (Dikaprio et.al 2020).

An online Tracking System is a feature available for customers to provide up-to-date information regarding documents or goods received or sent. From this understanding, service is an intangible action that is liked by others, where one party transfers ownership to another party in the form of a function that can be used by customers with a receipt number (Mawarni & Adi, 2022).

4. Customers Satisfaction

According to Lovelock, Christopher and Wright Lauren (Ratu Syifa Nabila Khansa, 2020) Satisfaction is an attitude that is decided based on the experience obtained. Research is needed to prove the existence or absence of prior expectations that are the most important part of satisfaction. According to Tjiptono (Ratu Syifa Nabila Khansa, 2020) the indicators that form consumer satisfaction consist of : 1. Expectation Conformity is the level of conformity between the service performance expected by consumers and what consumers perceive, 2. Interest in Returning is the willingness of consumers to revisit or reuse related services, 3. Willingness to Recommend is the willingness of consumers to recommend services that have been suggested to friends or family (Gultom et al., 2024).

Customer satisfaction is an increase from the purchase, in this case what determines is the thought about the performance of the alternative product/service used in satisfying expectations before purchase. There are four indicators that determine consumer satisfaction to determine consumer satisfaction, namely: 1) Creation of consumer expectations, 2) Behavior and willingness to use products, 3) Service quality, and 4) Loyalty (Purba et al., 2024).

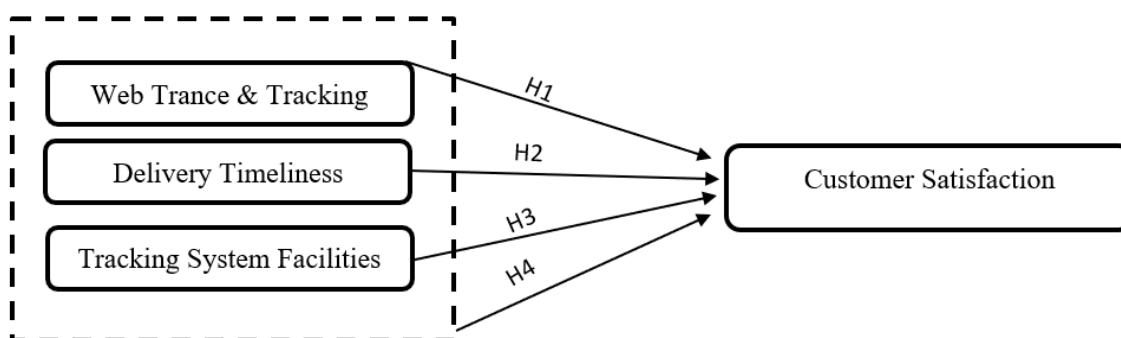


Figure 1. Conceptual Framework

- H.1: Web trace and tracking have a significant effect on customer satisfaction at PT JNE East Jakarta Kalimalang Branch
- H.2: Delivery Timeliness have a significant effect on customer satisfaction at PT JNE East Jakarta Kalimalang Branch.
- H.3: Tracking system facilities have a significant effect on customer satisfaction at PT JNE East Jakarta Kalimalang Branch.
- H.4: Web trace and tracking, delivery timeliness and tracking system facilities have a significant effect on customers satisfaction at PT JNE East Jakarta Kalimalang Branch.

Tabel 1. Operational Definition

Variable	Operational Definition	Source
Web Trace and Tracking (X1)	A system that allows customers to monitor the status and location of their shipments via the Internet	(Santoso, 2021)
Delivery Timeliness (X2)	The level of timeliness of delivery of goods according to the promised schedule to customers	(Mawarni & Adi, 2022)

Variable	Operational Definition	Source
Tracking system facilities (X3)	Ease and reliability of features that the system provides for tracking shipments	(Aisyah, 2021)
Customers Satisfaction (Y)	The level of satisfaction felt by customers after using delivery services, includes aspects of reliability, convenience and speed of service.	(Maslikhan dkk., 2020)

METHOD

Research Design

This study uses a quantitative approach with a survey method to collect data from respondents. This approach was chosen because it is in accordance with previous research which also uses quantitative methods to measure the influence of various variables on customer satisfaction in the context of logistics services and freight forwarding.

Population and Sample

The population in this study is all JNE customers who use delivery services with web trace and tracking facilities. The research sampling uses a purposive sampling technique, which is to select respondents who meet certain criteria, such as having used JNE services with tracking system facilities at least once in the last three months. The number of samples is targeted at 150 respondents to ensure representative and generalizable results. Purposive sampling technique is a method used to achieve certain research objectives. There is no limit to the number of respondents to make a purposive sample, as long as the desired information can be obtained and generated (Purwanto et al., 2020).

Research Instruments

Web Trace and Tracking: Measures the extent to which users feel the benefits and effectiveness of the web trace and tracking features provided, including ease of access and accuracy of delivery information.

Delivery Timeliness: Assesses user satisfaction regarding the timeliness of the delivery of purchased products, as well as the consistency of delivery services in meeting time promises.

Tracking System Facility: Measures the overall level of user satisfaction with the services received, including product quality, delivery reliability, and experience using tracking and web browsing features.

The data collected through this questionnaire will be analyzed to identify the relationship between tracking and web browsing, delivery timeliness, system tracking facilities, and customer satisfaction.

This questionnaire is designed to gain thorough insight into how different aspects of delivery services and their supporting technologies affect customer satisfaction. This data will then be used to improve the quality of the service. A 5-point Likert scale is used to measure each item, ranging from 1 (strongly disagree) to 5 (strongly agree). The demo data includes the age, gender, and occupation of PT JNE Service users in the East Jakarta Kalimalang Branch.

Tabel 2. Research Instruments

Variable	Indicators
Web Trace and Tracking (X1) (Mawarni & Adi, 2022)	1. Tangible things 2. Reliability 3. Responsive 4. Empathy 5. Direct Evidence
Delivery Timeliness (X2) (Mawarni & Adi, 2022)	1. Suitability of delivery time with estimate 2. Notification to customers 3. Delay frequency 4. Response time in resolving delivery issues 5. Delivery time reliability
Tracking System Facilities (X3) (Matdoan, 2020)	1. User convenience. 2. Accuracy of information 3. Feature completeness 4. Security and Privacy 5. Service Response
Customers Satisfaction (Y) (Widanti dkk., 2022)	1. Service reliability 2. System Quality 3. Quality of service

Data Analysis

The collected data will be analyzed using SPSS (Statistical Package for the Social Sciences) software with the following steps :

1. Validity and Reliability Tests: Use factor analysis to test the validity of constructs and Cronbach's Alpha to test the reliability of instruments.
2. Descriptive Analysis: Using descriptive statistics to describe the characteristics of the sample and the distribution of respondents' answers.
3. Hypothesis Test: Using multiple linear regression to test the influence of independent variables (web footprint and tracking, delivery timeliness, and system tracking facilities) on bound variables (customer satisfaction).

Data Collection Procedure

Data was collected through the distribution of questionnaires online using digital survey platforms or google forms. The survey link is shared via social media and email to potential respondents who meet the sample criteria.

RESULTS AND DISCUSSION

Validity and Reability Test

Table 3. Validity Test

Variable	Item	r Calculate	r table (0,05)	Information
Web Trace and Tracking	P1.1	.507**	0,159	VALID
	P1.2	.520**	0,159	VALID
	P1.3	.596**	0,159	VALID
	P1.4	.342**	0,159	VALID
	P1.5	.354**	0,159	VALID
	P1.6	.515**	0,159	VALID
	P1.7	.494**	0,159	VALID
	P1.8	.420**	0,159	VALID
	P1.9	.550**	0,159	VALID
Delivery Timeliness	P2.1	.578**	0,159	VALID
	P2.2	.575**	0,159	VALID
	P2.3	.628**	0,159	VALID
	P2.4	.643**	0,159	VALID

Variable	Item	r Calculate	r table (0,05)	Information
Tracking system facilities	P2.5	.687**	0,159	VALID
	P2.6	.733**	0,159	VALID
	P2.7	.647**	0,159	VALID
	P2.8	.700**	0,159	VALID
	P2.9	.659**	0,159	VALID
	P3.1	.719**	0,159	VALID
	P3.2	.661**	0,159	VALID
	P3.3	.722**	0,159	VALID
	P3.4	.656**	0,159	VALID
Customers Satisfaction	P3.5	.648**	0,159	VALID
	P3.6	.636**	0,159	VALID
	P3.7	.676**	0,159	VALID
	Y1	.677**	0,159	VALID
	Y2	.624**	0,159	VALID
	Y3	.696**	0,159	VALID
	Y4	.698**	0,159	VALID
	Y5	.676**	0,159	VALID

In the table above, the results of all variable statements Web Trace and tracking, Delivery timeliness, tracking system facilities and customer satisfaction have rCount greater than rtable. Thus, it can be concluded that 9 statements on the Web Trace and Tracking variable, 9 statements on the timeliness of delivery, 4 statements on the tracking system facility, and 5 statements on customer satisfaction are declared valid and suitable for use in the research variables.

Table 4. Reability Test

Variable	Conditions	Cronbach's Alpha Values	Information
Web Trace And Tracking	0,6	0,509	Non Reliable
Delivery Timeliness	0,6	0,831	Reliable
Tracking System Facilities	0,6	0,800	Reliable
Customers Satisfaction	0,6	0,700	Reliable

The Cronbach Alpha value is 0.509 on the web trace and tracking variable < 0.60. Thus, the authors conclude that all statements in the web trace and tracking variable are not reliable. The Cronbach Alpha value is 0.831 on the delivery timeness variable > 0.60. Thus, the author concludes that all statements in the delivery timeliness variable are reliable or reliable. Meanwhile, the value of 0.800 in the variable of the tracking system > 0.60. Thus, the author concludes that all statements in the tracking system facility are reliable or reliable. The Cronbach Alpha value is 0.700 on the customer satisfaction variable > 0.60. Thus, the author concludes that all statements in the customer satisfaction variable are trustworthy or reliable.

Descriptive Analysis

1. Gender

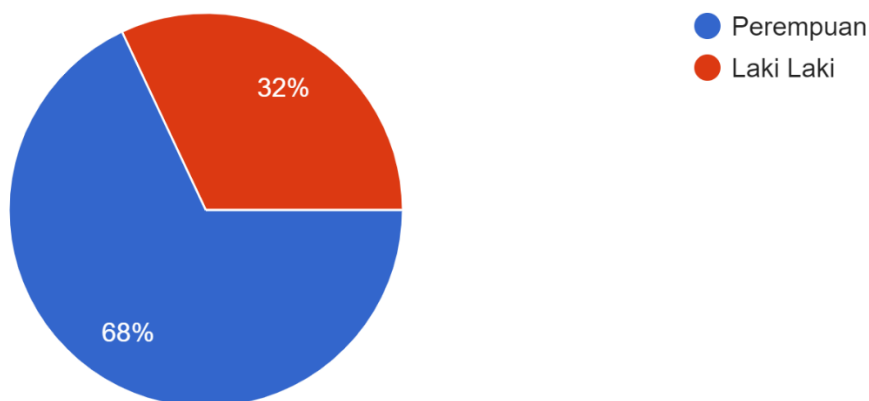


Figure 2. Gender

Based on the questionnaire answers from 150 respondents who filled out the questionnaire sheet, respondents by gender were dominated by male respondents as many as 48 people (32%) from the predetermined sample. Meanwhile, as many as 102 people (68%) were female respondents who filled out a questionnaire from a predetermined sample. The authors conclude that the respondents sampled by gender are dominated by female gender.

2. Age

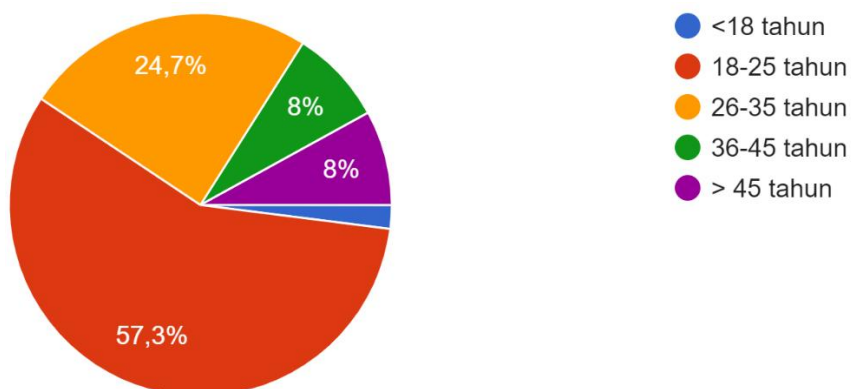


Figure 3. Age

The diagram above shows the age of the respondents. Respondents aged between 17 years and 46 years and above. Respondents were dominated by the age of 18 to 25 years.

3. Work

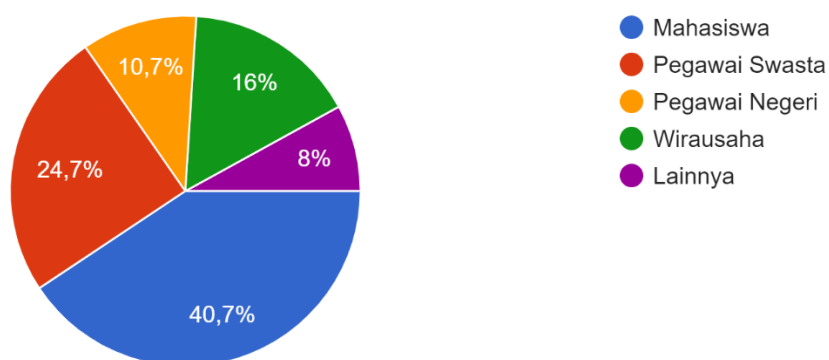


Figure 4. Work

From the results of the work data contained in the questionnaire, including students, public or private employees, entrepreneurs and others. So it can be concluded that JNE service users in this study are dominated by students.

Hypothesis Test

Table 5. Koefisien^a

Model		B	Standar Error	Standard Coefficient	T	Sig.
1	(Konstan)	2.644	1.125		2.350	.020
	Web Trace and Tracking	.105	.040	.158	2.619	.010
	Delivery Timeliness	.259	.036	.504	7.279	.000
	Tracking system facilities	.185	.051	.269	3.591	.000

Dependent Variable: Customer Satisfaction

Multiple Linear Regression Analysis Test

Thus, in a study (Santoso, 2021) on the influence of web trace and tracking, logistic service quality and complaint handling on customer satisfaction, there was a positive influence on the variables (X1) Web trace and tracking and (Y) customer satisfaction. From the results of this study, it can also be concluded that in the simultaneous testing of the Web trace and tracking variable (X1) = 0.105, it shows that the Web trace and tracking variable has a positive effect on customer satisfaction. and there are similarities with research (Lutha, et al, 2024) in the delivery punctuality variable (X2) = 0.259 shows that the delivery punctuality variable has a positive effect on customer satisfaction. and tracking system facility (X3) = 0.185 shows that the variable of the tracking system facility has a positive effect on customer satisfaction simultaneously has a significant effect and positively affects customer satisfaction (Y).

Partial Test (Uji-T)

Based on the results of the partial test using SPSS version 25, it can be stated that the author uses a significance level of 5% or $\alpha = 0.05$. The significance value based on the table above is $0.000 < 0.05$ which means that the independent variable (X) has a partial effect on the dependent variable (Y). From the data above, it is known that the value of Thitung for Web Trace and Tracking (X1) is 2.619. In the study (Santoso, 2021) the web trace and tracking variable is known to have a significance value of 0.007, smaller than 0.05. It can be interpreted that there is an influence between web trace and tracking variables on customer satisfaction. From the data above, it is known that the T test for Delivery Timeliness (X2) is 7,279. Based on the results of the t-test in the study (Lutha, 2024) "The Influence of Online Tracking System, Punctuality and Safety on Customer Satisfaction of J&T Express Lowokwaru Malang City" It can be known that the punctuality variable is significant because the significance value is less than 0.05. From the data above, it is known that the value of the Tracking System Facility (X3) Calculation is 3.591, It was found that the results of testing the variables of the tracking system facility on customer satisfaction in the study (Dkaprio, 2020) "The Influence of Service Quality, Delivery Timeliness and System Tracking Facilities on JNE Customer Satisfaction" which showed a tcal value of $2.354 > 1.994$ so that it was influential but not significant with a value of $0.020 > 0.05$.

Multiple Correlation Coefficient Analysis Test

Table 6. Correlation

		Web Trace and Tracking	Delivery Timeliness	Tracking System Facilities	Customers Satisfaction
Web trace and Tracking	Korelasi Pearson	1	.567 **	.648 **	.618 **
	Sig. (2-ekor)		.000	.000	.000
	N	150	150	150	150
Delivery Timeliness	Korelasi Pearson	.567 **	1	.747 **	.795 **
	Sig. (2-ekor)	.000		.000	.000
	N	150	150	150	150
Tracking System Facilities	Korelasi Pearson	.648 **	.747 **	1	.748 **
	Sig. (2-ekor)	.000	.000		.000
	N	150	150	150	150
Customers Satisfaction	Korelasi Pearson	.618 **	.795 **	.748 **	1
	Sig. (2-ekor)	.000	.000	.000	
	N	150	150	150	150

** . The correlation was significant at the level of 0.01 (2-tailed).

The value of the correlation coefficient between Web Trace and Tracking (X1) and Customer Relationship Management (CRM). Satisfaction (Y) of 0.618 indicates a strong and positive relationship between the two variables. The value of the correlation coefficient between Delivery Timeliness (X2) and Customer Satisfaction (Y) of 0.795 shows a very strong and positive influence. The value of the correlation coefficient between the Tracking System (X3) and Customer Satisfaction (Y) of 0.748 also shows a strong influence. Meanwhile, the calculation of $2,354 >$ the table is 1,994 and the significant value is $0.019 < 0.05$. This shows that the tracking system facility has a negative and significant effect. In this study, based on the results of a partial test using SPSS version 25, it can be stated that the author uses a significance level of 5% or $\alpha = 0.05$. The significance value based on the table above is $0.000 < 0.05$ which means that the independent variable (X) has a partial effect on the bound variable (Y). From the data above, it is known that the value of the Delivery Timeliness Calculation (X2) is 13.711, the results of testing the variables of the tracking system facility on customer satisfaction in the study (Dkaprio, 2020) "The Influence of Service Quality, Delivery Timeliness and System Tracking Facilities on JNE Customer Satisfaction" which shows a tcount value of $2.354 >$ ttable 1.994 and a significant value of $0.019 < 0.05$.

Simultaneous Test (Uji F)

Table 7. Analisis Varians (ANOVA)

Model		Jumlah Kuadrat	df	Means kuadran	F	Sig.
1	Regresi	375.934	3	125.311	113.187	.000 ^{juta}
	Sisa	161.640	146	1.107		
	Total	537.573	149			

a. Dependent Variable; Customers Satisfaction

b. Predictors: (Constant), Facility Tracking System, Web Tracking and Tracking, Delivery Timeliness

In the research of Fihartini and Prasetyo (2017) "The Influence of the Service Quality Dimension of On-Line Tracking System (Web Trace And Tracking) on Consumer Satisfaction". The findings of this study state that four hypotheses are acceptable, meaning that the dimensions that are useful for measuring web trace and tracking variables from their aspects have an influence on customer satisfaction. From these results, it can be concluded

that in the simultaneous testing of the web trace and tracking variables (X1), delivery timeliness (X2) and tracking system facilities (X3) simultaneously have a significant and positive effect on customer satisfaction (Y) of $0.000 < 0.5$ and the value of $F_{cal} > F_{table}$, it means that the independent variable (X) simultaneously affects the variable (Y).

Coefficient of Determination Test

Table 8. Model Summary

Model	R	R Persegi	R Adjusted Squared	Estimation Standard Error
1	.836 ^{sebuah}	.699	.693	1.05220

a. Predictors: (Constant), Facility Tracking System, Web Tracking and Tracking, Delivery Timeliness

The results of the R and R Square tests to test the results of the determination coefficient (R2) processed through the SPSS 25 program can be explained as follows:

$$\begin{aligned}
 KD &= (0,836)^2 \times 100\% \\
 &= 0,699 \times 100\% \\
 &= 69,9\%
 \end{aligned}$$

The R Square (R2) number of 0.699 proves that the quality of service is able to explain customer satisfaction by 69.9% while the remaining 30.1% can be explained that there are other factors that are not examined in this study.

Based on the results of the determination coefficient test (Adjusted R2) (Lutha, 2024) explained that the adjusted R2 of 0.615 if it is a percentage of 61.5% shows the results of the punctuality variable on customer satisfaction while the remaining 38.5% is influenced by other variables that are not in this study. Meanwhile, according to the study (Santoso, 2021), the test results on the Adjusted R Square table mean that the influence has a level of 0.660 or a percentage of 66.0%, thus a percentage of 34.0% is influenced outside this study.

CONCLUSION

Based on the results of a simple linear regression analysis, there is a significant positive influence between the web trace and tracking variable (X1) on the customer satisfaction variable (Y) at PT JNE Kalimalang East Jakarta branch, where the calculation is $9.567 >$ the table is 1.976 and the significance is $0.000 < 0.05$, then H_0 is rejected H_a is accepted. Judging from the value of the correlation coefficient between web trace and tracking (X1) and the customer satisfaction variable (Y) of 0.618, it shows a strong correlation because it is in the interval (0.600 – 0.799).

A simple linear regression analysis showed a significant positive influence between the Delivery Timeliness variable (X2) on the customer satisfaction variable (Y) at PT JNE Kalimalang East Jakarta branch, where the calculation was $15,920 >$ the table was 1,976 and the significance was $0.000 < 0.05$, then H_0 was rejected H_a was accepted. The value of the correlation coefficient between Delivery Timeliness (X2) and customer satisfaction variable (Y) of 0.795 shows a very strong correlation. Meanwhile, the results of the simple linear regression analysis showed a significant positive influence between the variable of the tracking system facility (X3) on the variable of customer satisfaction (Y) at PT JNE Kalimalang East Jakarta branch, where the calculation was $13,711 >$ the table was 1,976 and the significance was $0.000 < 0.05$, then H_0 was rejected H_a was accepted. Judging from the value of the correlation coefficient between the tracking system facility (X3) and the customer satisfaction variable (Y) of 0.748, it shows a very strong correlation.

Multiple linear regression analysis found that there was a significant positive influence between the variables of web trace and tracking (X1), delivery timeliness (X2), tracking system facilities (X3) on customer satisfaction (Y) at PT JNE Kalimalang East Jakarta branch, where $F_{cal} 113.187 > F_{table} 2.67$ and significance of $0.000 < 0.05$, H_0 was rejected

and Ha was accepted. Judging from the value of the determination coefficient of 79.6%, which means that the variables of web trace and tracking (X1), delivery timeliness (X2), tracking system facilities (X3) on customer satisfaction (Y) are 69.9% and the remaining 30.1% are influenced by other factors.

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