



The Effect of Online Tracking Systems, Logistics Service Quality, and Complaint Handling on Customer Satisfaction in Goods Delivery Services

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Abstract: The influence of website-based tracking system, quality of logistics services and complaint handling on customer satisfaction in cargo delivery services is a scientific article of literature study within the scope of the field of science. The purpose of this article is to build a hypothesis of the influence between independent variables on the dependent variable that will be used in further research. The research object is in online libraries, Google Scholar, Mendeley and other academic online media. The research method with library research is sourced from e-books and open access e-journals. Qualitative descriptive analysis. The results of this article: 1) the influence of website-based tracking system affects customer satisfaction; 2) the quality of logistics services affects customer satisfaction; and 3) complaint handling affects customer satisfaction.

Keyword: customer satisfaction, the influence of website-based tracking systems, quality of logistics services and complaint handling

INTRODUCTION

Background of the Problem

Reliable transportation facilities and infrastructure are essential and play a central role in supporting the growth and development of a country's economic sector. Goods produced need to be distributed throughout the country and around the world. Currently, shipping services are experiencing rapid growth. Shipping services are part of consumer needs, both primary and secondary. Consumers tend to strongly desire something that is easy, fast, safe, and practical in all aspects of goods delivery. (Akuntansi & Sistem, 2022)

In the era of the 4.0 industrial revolution, the application of information technology in logistics systems has become a crucial element in improving the effectiveness and efficiency of distribution and customer service. Logistics companies are not only required to rely on the speed and capacity of their fleets, but also have a role to maximize online tracking systems that are transparent, accurate, and real-time. This system allows customers to easily monitor vehicle locations and delivery status, thereby building trust and satisfaction among customers(Kencana et al., 2025)

In addition, the strategy needed by service delivery companies to support the opportunities arising from the rise of e-commerce in Indonesia is to focus on the quality of logistics services. Logistics is also part of the supply chain management process that plans, implements, and controls the storage and flow of goods, services, and all related information from the point of supply to the point of demand so that customer demand can be fully met. The establishment of consumer-focused services that are well-regulated and effective will generate positive responses and customer satisfaction in the use of certain services, and vice versa. (Akuntansi & Sistem, 2022)

Complaint handling refers to all complaints, whether in the form of product returns or complaints about the service received by the seller from the buyer. Some companies consider complaint handling to be a benchmark for the company's performance in terms of the goods or services it provides. Complaint handling is used by companies to evaluate and improve themselves. (Azrullah, n.d.)

Based on empirical experience, many students and authors find it difficult to find supporting articles for their scientific work as previous research or as relevant research. Relevant articles are needed to strengthen the theory being studied, to see the relationship or influence between variables, and to develop hypotheses. This article discusses the influence of online tracking systems, logistics service quality and complaint handling on customer satisfaction, a literature review study in the field of science.

Based on the background, the purpose of this article is to develop hypotheses for further research, namely to formulate: 1) The impact of online tracking on customer satisfaction; 2) The impact of logistics service quality on customer satisfaction; and 3) The impact of complaint handling on customer satisfaction;

METHOD

The method for writing a Literature Review article is to use a Library Research approach combined with a Systematic Literature Review (SLR). The analysis is conducted qualitatively, maximizing searches and sources from online applications such as Google Scholar, Mendeley, and other online academic applications, as well as other journal media directly related to the research topic.

A Systematic Literature Review (SLR) is defined as the process of identifying, assessing, interpreting, and analyzing all available research evidence with the aim of providing answers to specific research questions.

During the qualitative analysis, the use of literature review must be consistent with methodological assumptions. This creates opportunities to gain a deeper understanding of the events being studied based on an appropriate literature search.

RESULTS AND DISCUSSION

Results

Based on the background, research objectives, and methods applied, the results of this article are as follows:

Customer satisfaction

Customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of a product with the expected performance (or results) (Kotler, 2019:150). According to Hawkins and Lonney in Tjiptono (2016:101), the indicators of customer satisfaction are expectation fulfillment, willingness to revisit, and willingness to recommend (akuntansi & sistem, 2022).

Customer Satisfaction According to research conducted by Fornell et al., it was concluded that customer satisfaction occurs when customer expectations are met, thereby reducing customer complaints and indirectly increasing customer satisfaction. Meanwhile,

according to Stopka et al. et al., customer satisfaction is very important for companies, especially in the logistics sector, so that the company can compete with its competitors. If the company does not meet customer expectations, customers will switch to other similar companies.(Studi et al., 2020)

Customer satisfaction is a central concept in the business world that reflects customers' perceptions, expectations, and experiences of the products or services they receive.(Kencana et al., 2025)

Oliver in Peter and Olson (1996:159) states that satisfaction is an evaluation of the surprise inherent in the acquisition of a product and/or consumption experience. Peter and Olson (2000:157) state that consumer satisfaction is an important concept in marketing and consumer research. It is widely accepted that if consumers are satisfied with a product or brand, they are likely to continue buying and using it and tell others about their positive experiences with the product.(Dan & Bahrudin, 2014)

Online Tracking

According to Wong & Liao (2007), online tracking system facilities make it easy for customers to control the process of ordered goods, which can be tracked in real time. Online tracking is carried out to check documents or goods monitored at any time.(Kencana et al., 2025)

According to Wijaya et al (2020), e-service quality is the overall evaluation and assessment of consumers regarding the superiority and quality of e-services in the virtual market. The quality of e-tracking can assure customers that the information implemented is something that makes it easier for customers to utilize the system that has been provided. The online tracking system service (e-tracking) is a logistics company system that is deliberately provided to make it easier for customers to find out information about their goods while they are still in the delivery process by writing down the receipt number. (Sistem & Online, 2023)

According to Fihartini dan Prasetyo (2017), Tracking Accuracy is a system provided by a company that focuses on the logistics business to make it easier for customers to find out information about their goods while they are still in the process of being shipped by writing down the receipt number.

One innovation implemented by most logistics companies is the provision of online goods tracking services (web trace and tracking). The online tracking system makes it easy for customers to monitor the progress of their orders, as goods can be tracked in real time. The quality of online or electronic services is one of the most important factors in determining the success or failure of an e-commerce venture.(Wati, 2024)

Quality of logistics services

The most popular service quality model, which is still widely used as a reference in service management and marketing research, is the SERVQUAL model (short for Service Quality) developed by Parasuraman et al. (1985) in a series of studies on various service sectors. This model is also known as the gap analysis model. It is closely related to customer satisfaction models, most of which are based on the disconfirmation approach. (R et al., 2020)

The quality of logistics services is an important element in marketing to create customer satisfaction, especially in the service industry. The service provided to customers has become a basic measure in logistics competition. There are many definitions that describe how the quality of logistics services can satisfy customers. If a company's logistics are superior, it can make the company competitive with its competitors. This can be achieved through coordination between logistics experts and the marketing department.(Studi et al., 2020)

Logistics Service Quality refers to the level of fulfillment of logistics services compared to customer expectations. This concept was first introduced by Mentzer et al. (1989), who explained that LSQ not only covers physical distribution aspects, but also other service elements perceived by customers. Subsequent research confirms that service performance plays a strategic role in creating value and competitive advantage for logistics companies. (Kepercayaan et al., 2025)

According to (Imelda et al., 2021) Logistics Service Quality is an attitude or assessment of the overall excellence of the services provided. Although the actual scope is not always the same, measures of service quality have been developed. Service quality is a multi-item scale with several questions that can be used to measure respondents' perceptions of service quality, namely responsiveness reliability, assurance, and empathy.(M & Ali, 2017)

Complain handling

Complaint handling is a process carried out by management to resolve issues of dissatisfaction or disappointment arising from substandard service. Quality service is essential for the continuity and success of a business. The benefits of quality service include the following: fewer customer complaints, a positive company reputation, and the creation of company development.(Akuntansi & Sistem, 2022)

Handling customer complaints is currently one of the main keys to a bank's continued growth and development, because if customers feel that they are not receiving good service when they submit complaints, they will easily switch to another bank that is considered to provide good service in responding to complaints.(Ali et al., 2016)

Consumer dissatisfaction, including post-purchase dissatisfaction, can be indicated by repeat purchases, while dissatisfied consumers are indicated by complaints and grievances. However, in relation to dissatisfied consumers after the above acquisition, companies need to be aware that there are basically several forms of actions or behaviors exhibited by dissatisfied consumers. This behavior is usually manifested in complaining behavior. The five types of complaining behavior include confronting the company in a certain way, avoiding the company and influencing other consumers to do the same or not complain, taking open action involving third parties such as consumer organizations, the media, and the like, or taking official action to obtain compensation, boycotting the company or organization, and creating an alternative company to provide the same goods and services.(Komplain et al., 2019)..

The factors causing complaints sometimes arise beyond the control of businesses or organizations in producing goods or services for consumers. Services are more likely to experience errors that cause problems than goods. Even for businesses that have paid more attention to service delivery, service failures are still possible (del Río-Lanza, Vázquez-Casielles, & Díaz-Martín, 2009). Based on this, companies handle complaints through a measure called Service Recovery Performance (SRP) to resolve problems and improve their relationship with consumers.(Komplain & Komunikasi, 2019)

Reviews of relevant articles

Review relevant articles as a basis for establishing research hypotheses by explaining previous research results, explaining similarities and differences with the research plan, from previous relevant research such as Table 1.

Table 1: Relevant Research Results

No	Author (Tahun)	Previous Research Results	Similar to This Article	Differences With This Article	H
1	(Kencana et al., 2025)	Online tracking systems and quality logistics services have a positive and significant impact	serves to strengthen customer trust and satisfaction	Previous studies added the variable of delivery timeliness	H1

on customer satisfaction.						
2	(Wijaya et al .,2020)	Online tracking affects customer satisfaction, which in turn affects customer trust.	Online systems are linked to customer satisfaction.	focus on research into the quality of logistics services in general	H1	
3	(R et al., 2020)	The quality of logistics services has a positive effect on customer satisfaction.	The quality of logistics services affects customer satisfaction.	Research object at a freight forwarding company	H2	
4	Mentzer et al. (1989)	The quality of logistics services affects customer satisfaction perceptions.	The quality of logistics services affects customer satisfaction.	Focus on the LSQ concept without tracking system variables	H2	
5	(Akuntansi & Sistem, 2022)	Complaint handling affects customer satisfaction	Complaint handling affects customer satisfaction	Research objects in the public sector	H3	
6	(Ali et al., 2016)	Complaint handling and service quality affect customer satisfaction.	Complaint handling affects customer satisfaction	Additional variable in the form of overall service quality	H3	

Discussion

Based on theoretical studies, this literature review article discusses relevant articles, analyzes the influence between variables, and develops a conceptual research plan:

The discussion in this literature review article is based on the results of theoretical studies and reviews of articles related to the research variables. The core of the study focuses on the relationship between online tracking, logistics service quality, and complaint handling in relation to cargo delivery service satisfaction.

Based on the research results, this article reviews relevant articles, analyzes the influence between variables, and conceptualizes a research plan.

The effect of online tracking on customer satisfaction

Online tracking is how a company is able to provide features or systems that aim to control the condition of goods being processed by consumers, where these goods can be tracked in real time. Online tracking is carried out to check documents or goods that are monitored at all times and provide a sense of security and trust for consumers themselves.....

The principle or concept of online tracking focuses on user identification, which is confirming that you are the one performing the activity and not someone else. Behavioral data is collected, our interactions are analyzed, cross-status tracking is performed, and user traces are followed, such as web tracking. If customers understand these three aspects well, the response received will be positive.

Based on the results of the article review, online tracking affects customer satisfaction. When online tracking is perceived positively, customers feel that the tracking service meets their expectations, thereby increasing customer satisfaction. This satisfaction can be realized through balanced expectations and performance, so customers will return to use the delivery service and may also recommend it to others.

factors that influence online tracking are ease of user access to the tracking system, the system's ability to provide accurate and stable information, the speed and effectiveness of the system in handling user complaints or questions, and the system for maintaining and protecting personal data from misuse. Therefore, to improve customer satisfaction by paying attention to online tracking, company management needs to maintain the stability of the tracking site, improve communication between officers on duty, and always maintain the quality of tracking that focuses on customer satisfaction.

Online tracking affects customer satisfaction, which is in line with research conducted : (Kencana et al., 2025), (Wijaya et al .,2020)

The effect of logistics service quality on customer satisfaction

The quality of logistics services refers to how companies can consistently maintain the value of goods during the logistics distribution process, rather than simply shipping goods from one point to another. In cargo services, the quality of logistics services plays a central role because it is directly related to the performance of logistics companies and customer response.

The principle of quality logistics services is not only based on the speed of goods distribution, but more on accuracy and consistency. Consumers also demand transparency of information regarding the real-time location of goods. A system that fails to provide accurate status updates can be considered a systemic failure.

Based on the article review, the quality of logistics services affects customer satisfaction through the disconfirmation approach. This approach refers to the perceptions generated by customers through comparisons between the performance of the products they receive. If the disconfirmation is positive, then the performance exceeds expectations; if the disconfirmation is negative, then the performance is below expectations; and if it is zero, then it meets expectations.

Factors that influence the quality of logistics services are the existence of a competent warehouse management system and GPS tracking, and another factor that is no less important is the condition of physical infrastructure and the region, with geographical challenges being an important factor.

The quality of logistics services affects customer satisfaction, in line with research conducted by: (R et al., 2020), Mentzer et al. (1989)

The effect of complaint handling on customer satisfaction

Handling complaints is an activity carried out by management to resolve issues of dissatisfaction or disappointment arising from substandard service. Quality service is essential for the continuity and success of a business. In cargo delivery services, complaints may arise due to incorrect items, late deliveries, and a lack of information about the service.

The principle of effective complaint handling consists of responding to complaints promptly, providing effective solutions, and ensuring that staff provide accurate explanations and do not dismiss even the smallest complaints from customers. Proper complaint handling is not only about resolving issues, but also serves as an indicator of customer satisfaction.

Based on the results of the article review, complaint handling affects customer satisfaction. If complaints are responded to clearly, quickly, and effectively, consumer dissatisfaction can be minimized, and customer satisfaction indicators may even increase. This satisfaction can be reflected in the positive experiences gained, leading customers to recommend the service to others and subscribe to use the service.

Factors that influence complaint handling are companies providing complaint handling through actions called Service Recovery Performance (SRP) to fix problems and improve their relationship with consumers. SRP clearly describes how officers or employees are assessed on whether they are effective or not in handling complaints made by consumers and how officers can turn customers/consumers who were initially disappointed into satisfied ones again.

Complaint handling affects customer satisfaction, which is in line with research conducted by: (Akuntansi & Sistem, 2022), (Ali et al., 2016)

Researcrh Conceptual Framework

Based on the problem formulation, relevant research, and discussion, the conceptual framework of this article is obtained as shown in Figure 1.

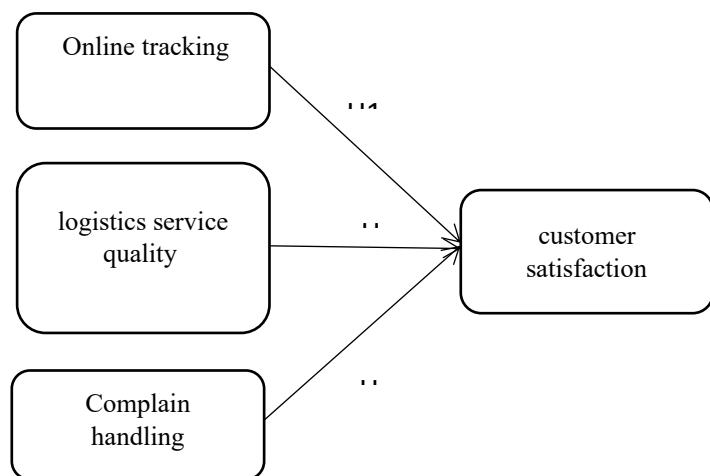


Figure 1: Conceptual Framework

Based on the conceptual framework diagram above, online tracking, logistics service quality, and complaint handling affect customer satisfaction. In addition to the three exogenous variables that affect customer satisfaction, there are many other variables, including:

- 1) Accuracy of delivery times: (Utama & Utara, 2024)
- 2) Service quality: (Teknik et al., 2021)
- 3) Shipping rates: (Prayogi et al., n.d.)

CONCLUSION

Based on the objectives, results, and discussion, the conclusion of this article is to formulate a hypothesis for further research, namely:

- 1) Online tracking affects customer satisfaction.
Accurate, fast, and sophisticated online tracking, accompanied by healthy human resource quality within the company, will generate positive responses and create high customer satisfaction indicators
- 2) The quality of logistics services affects customer satisfaction
The Company's ability to consistently maintain the quality and condition of its logistics services over the long term will influence customer satisfaction and build customer trust in quality
- 3) Handling complaints appropriately and through proper procedures, accompanied by good communication, can minimize customer dissatisfaction and build customer's complete trust in the company, fostering a good relationship between customers and the company

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