The Influence of Delivery Timeliness, Perceived Packaging Price, and Packaging Quality on Customer Satisfaction: A Case Study of J&T Express, East Jakarta Branch 2024

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Abstract. J&T Express is one of the courier companies in Indonesia that has the desire to continuously improve the quality of its services. The problem that often occurs at the East Jakarta branch of JNT Express is that the package does not arrive (kompas.id, listed June 22, 2024). This study aims to determine the effects of Delivery Timeliness, Perceived Packaging Price, and Packaging Quality on Customer Satisfaction at PT J&T Express, East Jakarta branch. The population in this study were 50,000 consumers of J&T East Jakarta branch with a sample of 50 consumers based on the slovin formula. This study uses primary data with data collection methods through questionnaires distributed to 50 respondents. This research approach uses quantitative with data analysis techniques using multiple linear regression analysis and using the SPSS version 25.0 program.

Keywords: timeliness, price perception, packaging quality, customer satisfaction, JNT expedition.

1   Introduction

The increasing public demand for product delivery services presents attractive business opportunities for expedition companies. The freight forwarding industry is a promising industry in Indonesia, especially as the economy continues to grow from year to year.(Abdullah & Nento, 2014)

This increase in demand may encourage shipping companies to develop services that better meet consumer needs. With the fast economic growth, expedition companies must be able to innovate and utilize the latest technology to improve internal operational efficiency. Innovations in delivery services, such as more accurate tracking services, more flexible delivery time options, and even integration with e-commerce platforms, make it easier to deliver products directly from online stores to customers. By providing better and more efficient services, freight forwarders can increase their market share. (Rosyida & Fatmawati, 2021)

In product delivery service industry, price is an important factor that affects the marketing of a product or service. Price is always the main concern of consumers

when searching for products and services. As a result, the price received should be a specific criterion before deciding to buy a product or use a service. While price serves as a promotional tool, it also serves to build the image of the product or services in the long term. Prices must be able to persuade consumers to behave in a way that benefits the compant. Previously, price has been an important factor influencing people's purchasing decisions. Price can influence consumer decisions in using a services. As a result, J&T needs to set prices that are competitively priced.(Raldianingrat et al., 2023)

Table 1. Price Comparison of Several Delivery Services.

Expedition	Price/kg	Delivery estimate
J&T	Rp 8.000	1 - 2 days
JNE	Rp 9.000	1 - 2 days
POS	Rp 7.000	3 – 4 days
TIKI	Rp 9.000	2 days
SI CEPAT	Rp 10.000	1 – 2 days

The table above compares the prices of several expedition services in Indonesia with the same destination around Jakarta. Price comparison as shown in the table. Price is one of the factors that influence consumers in choosing a delivery service.

The current tension in the business world in the era of globalization makes business people continue to fulfill the wants and needs of consumers who are increasingly and various. According to (Dwijayanto:2017) Consumers nowadays demand better quality and lower prices. This is a challenge that must be faced by business people to satisfy all consumer desires, companies began to seriously think about the best way to increase productivity in order to be able to compete in the market and can fulfill and become the choice of consumers.(Hayat et al., 2023)

Goods delivery service or goods delivery service is an institution that focuses on shipping goods. This is a type of public service that provides for easy implementation. Service is a process consisting of a range of intangible activities that usually takes place in interactions between customers and service employees, as well as physical resources or good provide as solutions to customer problems, and service provider systems. Freight transportation is the movement of goods from one place to other places. Usually, delivery of goods occurs for various reasons, such as buying and selling transaction or to fulfill product demand in other locations. There is complementary cooperation between economic agents and consumers in the delivery of goods. Economics agents have an interest in making profits from transactions with consumers, while consumers have an interest in being satisfied with the services provided. In other words, this relationship enables the company to achieve its economic goals while meeting the needs and expectations of consumers for efficient and environmentally compatible delivery of goods.(Saputra, 2020)

Customer satisfaction is one of the ultimate goals that must be achieved by the company. Customer satisfaction can be defined as an emotion expressed in the form of dissatisfaction or satisfaction as a result of someone feeling, evaluating, and comparing their own expectations with existing reality (Kotler, 1997: 40). Kotler and Armstrong (2016) also define customer satisfaction as the hopes or expectations that buyers have of a company's products or services..(Pramudita & Dkk, 2022)

Based on an interview with J&T Express East Jakarta Branch Klendar, JNT Express East Jakarta Branch received a complaint from a customer that the package he received was damaged. One customer reported that the packaging on the package appeared to have been cut. This raised questions about the integrity of the package received. The customer felt that the package he received was first opened by one of the JNT Express employees in East Jakarta. The table below summarizes the complaints related to delivery, price, and packaging of JNT Express East Jakarta Branch in July 2024.

Table 2. Recapitulation of complaints from JNT Express Klender branch in July 2024.

Date	Variable		
	Shipping	Price	Packaging
1 July 2024	1	1	1
2 July 2024	12	0	2
3 July 2024	11	0	3
4 July 2024	21	0	0
5 July 2024	10	0	0
6 July 2024	16	0	1
7 July 2024	11	0	0
8 July 2024	13	0	0
9 July 2024	20	0	2
10 July 2024	6	0	3
11 July 2024	8	1	0
12 July 2024	7	0	0
13 July 2024	9	0	1
14 July 2024	3	0	3
15 July 2024	5	0	1
16 July 2024	12	2	2
17 July 2024	15	0	4
18 July 2024	13	0	2
19 July 2024	10	0	1
20 July 2024	9	0	3
21 July 2024	6	0	2
22 July 2024	8	0	2
23 July 2024	17	1	0
24 July 2024	12	0	3
25 July 2024	11	0	2
26 July 2024	16	0	0

27 July 2024	6	0	1
28 July 2024	9	1	1
29 July 2024	11	0	2
30 July 2024	14	0	0
31 July 2024	8	1	2

Source : JNT Express East Jakarta Branch 2024

Therefore, this situation highlights the urgent need for JNT Express East Jakarta branch to make improvements to achieve an optimal level of customer satisfaction. By putting customer satisfaction first, these stores not only create a positive experience for existing customers, but also build a solid foundation for long-term customer loyalty.(Abdullah & Nento, 2014)

In addition to focusing on increasing the number of customers, companies should also pay attention to the level of customer dissatisfaction. Customer complaints, such as poor product quality or poor service, can be valuable input to improve the business. By continuously striving to improve the quality of products and services, companies can retain existing customers and attract new ones.(Winata & Ellitan, 2023)

2 Literature Review

2.1 Delivery Timeliness

Timely delivery is crucial, as it is a key factor in enhancing customer satisfaction sample size. Delivery time is the estimated time from the time the customer orders an item until the arrival of the ordered item and is received by the customer. Sugiarto (2017) defines timeliness as a standard set when a mode of transportation arrives, departs, or passes a point at a certain time.

According to Yazid from Huda (2016), for many service companies, time is a major constraint in the service creation process. Profits will be lost if time is not used effectively. However, if the demand is too much, we may not have time to respond. The uncertainty of the delivery time of goods at the promised service time and the lack of information on the current delivery location of goods make it difficult for consumers to know the status of paid delivery services.

This uncertainty may be one of the factors that reduce customer satisfaction. One of the services provided by J&T Express to meet customer satisfaction is the provision of an online tracking system. However, the online tracking system often occurs errors where the delivery status is stopped but the goods have not yet reached the recipient.(Maslikhan et al., 2020).

The timeliness of a product delivery service is often related to the means of transportation used by the product delivery service, such as: Examples: land, air, sea, and others. Other factors that usually hinder the smooth delivery include weather conditions, traffic jams at the time of transportation of goods, and other factors that can hinder the delivery of goods to their destination.(Ramadhika, 2019)

2.2   Perceived Packaging Price

Price is whatever we give to get something, be it goods or services. Perceptions reflect consumers overall views of the product. In this context, price perception is an important aspect for consumers because price is a major factor in purchasing decisions (Ramdhan & Djuniardi, 2024). Of all the marketing strategies, only price can generate profits. Price has two main functions for consumers. First, price helps consumers choose the product that best fits their budget and provides the greatest benefit. Second, price provides information about product quality. This is especially useful when it is difficult for consumers to judge the quality of a product just by looking at it (wildzan Muafa, 2018).

(wildzan Muafa, 2018) The assessment indicator for the price variable is obtained from the equation of what consumers have sacrificed in terms of the value or utility received by consumers after receiving the product and then the consumer's perception of the product / service. A positive perception indicates that consumers are satisfied with the product / service purchased, and a negative perception indicates that consumers are not satisfied with the product / service purchased. Price perception has been shown to have a significant influence customer loyalty, However there are other studies that explain that price perception does not contribute significantly to customer loyalty (Helfi et al., 2024). If the company sets a price that is not in accordance with the benefits received by consumers, then consumers will be less satisfied in using the product or service, and vice versa. If the price set by the company is in accordance with the interests of consumers, consumers will be more satisfied in using products and services. The higher the value and benefits for consumers, the higher the customer satisfaction. The indicators in this study measure the price variable which is measured by the following four indicators adopted from (Aji and Soesanto 2011):

1. Price Affordability.
2. Price Conformity with Benefits received Conformity.
3. Price with Facilities.
4. Price Conformity with Distance Traveled.

2.3   Packaging Quality

Packaging is an important part of a product. It should be able to persuade consumers to buy the product and provide information. However, many packages are currently inadequate to survive in the market and need to be redesigned. Kristic (2014) explains that product packaging redesign is very important, especially considering consumer needs and lifestyle aspects. In addition to packaging characteristics, designers must balance the cost and quality of the packaging they design with ease of handling and use, and consider storage locations when redesigning existing packaging. Good packaging design has a huge influence on the success of a product in the market.

Therefore, for a product to survive in the market, it must be taken into consideration in redesigning its packaging. Package design is the most important element in sales. Your product packaging should not only be attractive and beautiful,

but also functional. Redesigning the packaging of a product requires market research to find out customer needs. According to Fauzi et al (2015), there are still many food products that lose competition in the market because the product packaging is not good. Therefore, the design of the food packaging can be improved to make it more attractive and guarantee the quality of the products contained in it.

2.4   Customer Satisfaction

Customer satisfaction is an emotional response or evaluation, the experience of consuming a product or service. Customer satisfaction is an extremely important factor in determining customers to repurchase products or services (Ulhaq et al., 2020). Customer satisfaction is one of the alternative evaluation materials that you can choose to at least exceed customer expectations. Today we can be sure that customer satisfaction is the main key to winning the hearts of customers and competitors (Tjiptono (2018)). Therefore, the marketing concept that should be adopted by a company should have one main theme that represents all elements. In other words, companies should focus on customer satisfaction. According to Kotler (January 2016), satisfaction is a feeling of happiness or disappointment that arises from comparing impressions and expectations of the performance (or results) of a product. According to S.C.Chen (2017), the higher the level of satisfaction of a person, the more positive the customer's attitude will be. Customer Satisfaction Index by Brillyan J.S. in East Sinaga (2017).(Ramadhika, 2019)

1. Conformity between expectations and reality in the sense of expectations and desires contained in the products and services provided, fulfilling customer desires.
2. High quality customer service Services that can be contacted and responsive to meet customer needs.
3. In this case, the trust gained increases the willingness to recommend and customers will recommend others, without being asked.
4. Reuse interest is a benefit and a form of customer satisfaction that causes customers to reuse the goods / services provided.

2.5   Conceptual Framework
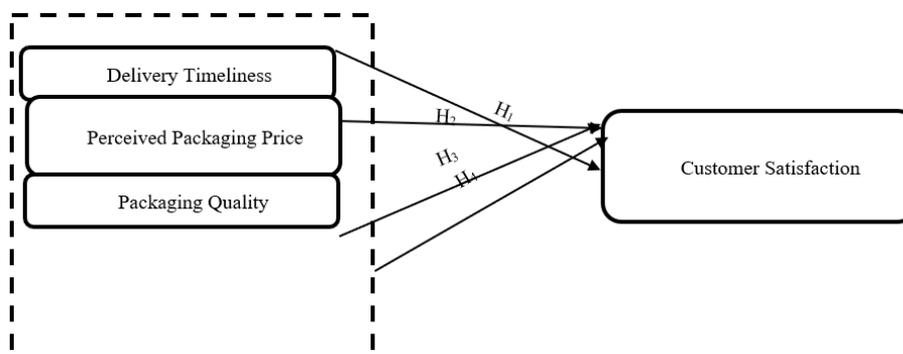
2.6   Hypothesis

H_1 : Delivery Timeliness has a significant effect on Customer Satisfaction.

H_2 : Perception of Packaging Price has a significant effect on Customer Satisfaction.

H_3 : Packaging Quality has a significant effect on Customer Satisfaction.

H_4: Delivery Timeliness, Perceived Packaging Price, Packaging Quality have a significant effect on Customer Satisfaction.

3   Method

3.1   Research Methods

Research approach.
This study uses quantitative research methods, in terms of explaining this research is associative research with a form of causal relationship.

1. Descriptive analysis is carried out to provide a descriptive explanation of the effect of service quality, and delivery accuracy, on customer satisfaction in using J&T Express freight forwarding services.
2. Multiple linear regression analysis is used to statistically test the effect of service quality, and delivery accuracy, on customer satisfaction in using J&T Express freight forwarding services.

Data Analysis Tool.
Data analysis in this study is a multiple regression analysis technique using the Statistical Package for the Social Sciences (SPSS) version 25.0 computer program.

3.2   Place and Time of Research

Place of Research.
The location of the research activities was carried out in the East Jakarta area, namely at the PT JNT Express office located in Klender, East Jakarta.

Time of Research.
The research was conducted over a period of six months, from May 2024 to October 2024.

Population.
According to Sugiyono (2016), the research population is a generalist area consisting of objects or subjects that have certain qualities and characteristics set by researchers so that they can be studied and can make conclusions. The population in this study were customers of PT Global Jet Express (J&T) Klender branch, East Jakarta.

The population in this study were all JNT customers domiciled in East Jakarta who used JNT Express delivery services.

Sample.

The research sample was taken using a purposive sampling technique, which selected respondents who had used JNT services. A sample size of 50 respondents was targeted to ensure representativeness and generalizability.

Research Instruments.

The instrument used in this study was a questionnaire consisting of several parts:

1. Demographic Data Includes age, gender, and frequency of use of JNT Express services.
2. Research Variables

- Delivery timeliness: Measured by items that evaluate the accuracy of the delivery time of goods according to the specified schedule to customers.
- Perceived Packaging Price: Measured by items that evaluate the accuracy of the packaging price with the one that has been determined to the customer.
- Packaging Quality: Measured by items that evaluate the quality of the packaging with the specified to the customer.
- Customer Satisfaction: Measured by items that evaluate the customer's overall experience with the JNT Express service.

A 5-point Likert scale was used to measure each item, ranging from 1 (strongly disagree) to 5 (strongly agree).

Data Collection Procedure.

Data was collected by distributing questionnaires online through a digital survey platform. The survey link was distributed through social media to potential respondents who met the sampling criteria.

Data Analysis.

Data analysis in this study is multiple regression analysis technique using the Statistical Package for the Social Sciences (SPSS) computer program version 25.0.

1. Validity and Reliability Test: Using factor analysis to test construct validity and Cronbach's Alpha to test instrument reliability.
2. Descriptive Analysis: Using descriptive statistics to describe the characteristics of the sample and the distribution of respondents' answers.
3. Partial Test (T Test): used to test the hypothesis of the direct effect of the variable, the t-test is used. The t test is to determine the effect of the independent variable on the dependent variable partially. In addition to testing the hypothesis of the direct

effect of the independent variables (timeliness, packaging price, packaging quality) on customer satisfaction.

4. Simultaneous Test (F Test): to show whether all independent variables used in the model have an overall influence on the dependent variable.

4   Result and discusstion

4.1   Research Description

Description of Respondent Identity.
Respondents in this study were users of the East Jakarta J&T Express expedition. Based on the questionnaire that has been submitted via google fomulir, the sample needed in this study amounted to 50 respondents. Respondent identity data provided includes gender, age, occupation. The results of research on the identity of respondents obtained by researchers are as follows:

Gender.
The following is data from the gender of J & T service users can be seen from Table 3 as follows:

Table 3. Gender of Respondents

Gender	Percentage of Respondents
Male	40%
Female	60%
Total	100%

Source: Questionnaire (processed by the author)

Based on Table 3 above, the results obtained from the answers to the questionnaire were 50 respondents who filled out the questionnaire sheet, respondents based on male gender were 40% of the predetermined sample. Meanwhile, 60% of the female gender filled out the questionnaire sheet from the predetermined sample. The author concludes that respondents who are sampled based on gender are dominated by the female gender.

Age.
The following is in accordance with the findings of the research results that the author conducted, obtained data regarding the age of the respondents. The data obtained are respondents aged between 20 years and more than 50 years old, the data can be seen from Table 4 as follows:

Table 4. Age of Respondents

Age	Percentage of Respondents
<20 years	2%
20-30 years	64%

31-40 years	0%
41-50 years	12%
>50 years	22%
Total	100%

Source: Questionnaire (processed by the author)

Based on Table 4, the researcher gets a profile of respondents based on age starting from 20 years old, as many as 2%, while those aged 20-30 years are 64%, then for 31-40 years old are 0%, then for 41-50 years old are 12%, and those over 50 years old are 22%. From the data above, the author can conclude that most of the respondents who use J & T services are aged 20-30 years.

Job
It can be seen from the data information below that the jobs of the East Jakarta J&T Exspress user respondent data are students, civil servants, self-employed, and others. For more details, it can be seen in Table 5 as follows:

Table 5. Occupation of Respondents

Jobs	Percentage of Respondents
Student	50%
Civil Servant	0%
Self-employed	18%
Others	32%
Total	100%

Source: Questionnaire (processed by the author)

Based on Table 4, the jobs of respondents who use J & T services are dominated by students with 50% of respondents, while for civil servants there are 0%, then self-employed there are 18%, and those who answer others are 32%. From the results of the occupational data contained in the questionnaire, it is concluded that J & T service users in this study are dominated by students.

Validity Test.

Table 6. Validity Test

Variable	Items	r Count	r Table (0,05)	Description
	$P_{1.1}$	0,601	0,2732	Valid
Delivery	$P_{1.2}$	0,576	0,2732	Valid
Timeliness	$P_{1.3}$	0,536	0,2732	Valid
(X_1)	$P_{1.4}$	0,683	0,2732	Valid
	$P_{1.5}$	0,695	0,2732	Valid
Perceived	$P_{2.1}$	0,597	0,2732	Valid
Packaging	$P_{2.3}$	0,717	0,2732	Valid
Price (X_2)	$P_{2.4}$	0,434	0,2732	Valid

	$P_{2.5}$	0,671	0,2732	Valid
	$P_{3.1}$	0,588	0,2732	Valid
Packaging	$P_{3.2}$	0,656	0,2732	Valid
Quality (X_3)	$P_{3.3}$	0,706	0,2732	Valid
	$P_{3.4}$	0,563	0,2732	Valid
	$P_{3.5}$	0,781	0,2732	Valid
	Y_1	0,720	0,2732	Valid
Customer	Y_2	0,711	0,2732	Valid
Satisfaction	Y_3	0,822	0,2732	Valid
(Y)	Y_4	0,637	0,2732	Valid
	Y_5	0,849	0,2732	Valid

Source: Questionnaire (processed by the author)

Based on the table above, it is known that all variable statements X1, X2, X3 and Y are declared valid with a significant value <0.05 and the value of r count> from r table.

Validity Test.

Table 7. Validity Test

Variable	Items	Sig	trust 95% ($\alpha = 0,05$)	Description
Delivery	$P_{1.1}$	0,000	0,05	Valid
Timeliness	$P_{1.2}$	0,000	0,05	Valid
(X_1)	$P_{1.3}$	0,000	0,05	Valid
	$P_{1.4}$	0,000	0,05	Valid
	$P_{1.5}$	0,000	0,05	Valid
Perceived	$P_{2.1}$	0,000	0,05	Valid
Packaging	$P_{2.3}$	0,000	0,05	Valid
Price (X_2)	$P_{2.4}$	0,002	0,05	Valid
	$P_{2.5}$	0,000	0,05	Valid
Packaging	$P_{3.1}$	0,000	0,05	Valid
Quality (X_3)	$P_{3.2}$	0,000	0,05	Valid
	$P_{3.3}$	0,000	0,05	Valid
	$P_{3.4}$	0,000	0,05	Valid
	$P_{3.5}$	0,000	0,05	Valid
Customer	Y_1	0,000	0,05	Valid
Satisfaction	Y_2	0,000	0,05	Valid
(Y)	Y_3	0,000	0,05	Valid
	Y_4	0,000	0,05	Valid
	Y_5	0,000	0,05	Valid

Source: Questionnaire (processed by the author)

Based on the table above, it is known that all variable statements X1, X2, X3 and Y are declared valid with a significant value <0.05 and the value of r count> from r table.

Reliability Test.

Table 8. Reliability Test

Variable	Terms	Cronbach's Alpha Value	Description
Delivery Timeliness (X_1)	0,6	0,917	Reliable
Perceived Packaging Price (X_2)	0,6	0,918	Reliable
Packaging Quality (X_3)	0,6	0,913	Reliable
Customer Satisfaction (Y)	0,6	0,911	Reliable

Source: Questionnaire (processed by the author)

Based on the results of SPSS 25 data processing, it is known that the Cronbach Alpha coefficient> 0.60, the question is declared reliable. On the other hand, if the Cronbach Alpha coefficient <0.60, the question is declared unreliable.

4.2 Hypothesis Testing

Partial Test (T Test).

Table 9. T Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.733	2.082		.352	.726
	Ketepatan Waktu Pengiriman	.281	.109	.304	2.575	.013
	Persepsi Harga Kemasan	.377	.103	.354	3.655	.001
	Kualitas Kemasan	.324	.121	.333	2.673	.010

a. Dependent Variable: Kepuasan Pelanggan

Source: Questionnaire (processed by the author)

Based on the table above, it can be seen that:

1. The t-statistic for the on-time delivery accuracy variable is 2.575. With a sig level of α = 5%, the ttable value is 1.679. Because the tcount> ttable value and the significance value of 0.013 <0.050, the criterion is that H1 is accepted, so that the accuracy of Delivery Time partially has a positive and significant effect on Customer Satisfaction at JNT East Jakarta delivery service in 2024.
2. The t-statistic for the on-Perceived Packaging Price variable is 3.655. With a sig level of α = 5%, the ttable value is 1,679. Because the tcount> ttable value and the significance value of 0.001 <0.050, the criterion is H2, accepted so that the per-

ceived price of packaging partially has a positive and significant effect on customer satisfaction at the JNT East Jakarta delivery service in 2024.

3. The t-statistic for the on-Packaging Quality is 2.673. With a sig level of α = 5%, the ttable value is 1.679. Because the tcount> ttable value and the significance value of 0.010 <0.050, the criterion is H3, accepted so that Packaging Quality partially has a positive and significant effect on Customer Satisfaction at JNT East Jakarta delivery services in 2024.

Simultaneous Test (F Test).

Table 10. F Test Results

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	319.814	3	106.605	32.543	.000^b
	Residual	150.686	46	3.276		
	Total	470.500	49			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Kemasan, Persepsi Harga Kemasan , Ketepatan Waktu Pengiriman

Source: Questionnaire (processed by the author)

In table 4.8, it can be seen that the F-statistic value is 32,543 with a significant level of 0.000. For a confidence level of 95% at free degree 1 (df1) = k-1 = 4-1 = 3 and free degree 2 (df2) = n-k = 50 - 4 = 46, where n = number of samples, k = number of variables, the Ftable value at the confidence level is 2.81. This means that the criteria H4 is accepted so that it can be stated that Delivery Timeliness, Price Perception and Packaging Quality simultaneously have a positive and significant effect on Customer Satisfaction at JNT East Jakarta delivery services in 2024.

5   Conclusion

The results indicate that Delivery Timeliness (X1), Perceived Packaging Price (X2), and Packaging Quality (X3) all have a significant positive impact on Customer Satisfaction (Y), From the results of the calculation of the test table above, it shows that simultaneously the independent variable has a significant effect on the dependent variable, so it is concluded that delivery timeliness, perceived packaging price and packaging quality have a significant effect on customer satisfaction at J&T Express services. This indicates that high customer satisfaction can be influenced by on time delivery, perceived packaging price and packaging quality otherwise, if on time delivery, perceived packaging price and packaging quality are low, then customer satisfac-

tion will also decrease. This timeliness of delivery is one of the factors that play a role in increasing customer satisfaction.

Based on the results of this study partially shows that the timeliness of delivery has a positive and significant effect on customer satisfaction at J&T Express East Jakarta goods delivery services. In business competition, a company must be able to create good services in accordance with what is expected by customers, because by fulfilling customer desires, customers will feel a level of satisfaction in using these services. In this case, on variables related to customer satisfaction, there are several statement items, namely customers are satisfied with the quality of delivery services provided by J & T Express, customers will recommend J & T Express to others, customers are satisfied and return to use J & T Express goods delivery services. These indicators are stated to be at a good and satisfying level for customers using J & T Express freight forwarding services in East Jakarta, which is seen from the results of the questionnaire answers strongly agree, agree, neutral, greater than the answers disagree and strongly disagree.

6   Implication

Based on the research results, it can be concluded that there is a positive and significant influence directly or indirectly from all variables. Based on the above conclusions, in this study the authors provide the following suggestions:

1. The variable on time delivery has been proven to have a positive and significant effect on customer satisfaction. The timeliness in question is that the goods are sent in accordance with the time set by the company. J&T Express should enhance its delivery status information system and strengthen its security and guarantee measures to improve customer satisfaction.
2. The variable perception of packaging prices has been shown to have a positive and significant effect on customer satisfaction. J&T Express must set prices that are in accordance with the quality and benefits that can be received by customers, so that the price offered can meet customer expectations.
3. The packaging quality variable has been shown to have a positive and significant effect on customer satisfaction. J&T Express is expected to improve safe and strong packaging facilities, so that the goods reach their destination properly and make customers feel satisfied.

7   Research limitations

J&T Express East Jakarta Branch has provided very satisfying services in terms of timeliness of delivery of goods, perception of packaging prices and packaging quality that affect customer satisfaction. This study has certain limitations, including the small sample size and the focus on a single branch. Future research could expand the sample and explore additional factors influencing customer satisfaction.

1. This research involved 50 respondents who used J&T East Jakarta Branch shipping services.
2. This study uses four variables, of which three variables are independent variables of timeliness of delivery, perceived packaging price, packaging quality and mediating variables of customer satisfaction.

Variable	Operational Definition	Items	Source
Delivery Timeliness (X1)	Timeliness is the period of time a customer orders a product until the product arrives at the customer.	1.Guarantee/warranty 2. Responsibility	(Ardila & Irawan, 2022)
Price Perception Packaging (X2)	Price is the amount of value that customers exchange in order to benefit from owning or using a product or service whose value has been determined by the buyer and seller.	1.Importance of packaging 2.Purchase frequency by packaging 3.Price is competitive with competitors	(Hasdiana, 2018)
Packaging Quality (X3)	The science, art and technology of protecting a product while it is being shipped, stored or sold.	1. Material 2. Insurance 3. Logos and labels	(Aisyah, 2021) (Widiati, 2020)
Customer Satisfaction (Y)	Satisfaction is the result of consumer judgment about whether a product or service provides a level of enjoyment.	1. Integrity 2. Interest in repeat purchase 3.Willingness to recommend	(Maslikhan et al., 2020)

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