



The Relationship of Timeliness and Price to Consumer Goals in PT. Kalerindo Semesta Abadi

Elisabeth Nainggolan¹, Selamat², Pesta Gultom³

^{1,2,3}Management, Sekolah Tinggi Ilmu Ekonomi Eka Prasetya, Medan, Indonesia

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ABSTRACT

This study aims to determine The Relationship of Timeliness and Price to Consumer Goals in PT. Kalerindo Semesta Abadi. This study uses quantitative data and the data source is secondary data. The unit of analysis and observation in this study is the shop with a total population of 150 shop. From the population selected by the random sampling technique obtained 150 samples. The analytical method used in this research is multiple linear regression with the regression equation for Consumer Goals = 1.812 + 0,419 Relationship of Timeliness + 0,178 Price + e. Researchers also use a significance level of 5%. The results of the partial study show that Relationship of Timeliness has a value of $t_{count} > t_{table}$ which is $2.866 > 1.972$ and a significant value of < 0.05 , which is $0.005 < 0.05$. Price has a value of $t_{count} > t_{table}$ with the value is $6.776 > 1.972$ and the significant value < 0.05 which is $0.000 < 0.05$. The results of the study simultaneously show that Relationship of Timeliness, Price, and Consumer Goals has , $F_{count} > F_{table}$ with a value of $50.808 > 3.06$ and a significant value < 0.05 , which is $0.000 < 0, 05$. The coefficient of determination (R Square) is 0.507 or 50.7%, which means that the variable Consumer Goals can be explained by the variable the Relationship of Timeliness and Price. While the remaining 49.3% is the variable Consumer Goals. can be explained by other variables not examined in this study, such as Market Segmentation, Market targeting and Sales Volume.

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Corresponding Author:

Elisabeth Nainggolan,
Management,
Sekolah Tinggi Ilmu Ekonomi Eka Prasetya,
Merapi No. 8, Medan, Indonesia,
Email: elisabeth.golan@gmail.com

INTRODUCTION

The current growth in various business sectors looks very fast. This is due to the current global economy which is increasingly advanced. Business competition almost occurs in various sectors, such as in the retail business sector, housing, hotels, and the most stringent, which occurs in the culinary business sector or as we see the competition that occurs between restaurants. The development of technology and information and communication systems has made tougher competition open, thus each company will work hard for its efforts to satisfy consumers so that the

company gets loyal customers. The development of technology and information that occurs also makes consumers more intelligent, price conscious, and demanding. Consumer satisfaction or dissatisfaction is part of the consumer experience of a product or service offered. Based on the experience he feels, the consumer will build certain values. This value will have an impact on consumers to make comparisons with competitors from products or services that they have experienced. The value is also in the form of the price offered. Price is the value of an item or service as measured by the amount of money spent by the buyer to get a number of combinations of goods or services and their services (Indrasari, 2019). Price is a measure for consumers where he has difficulty in assessing the quality of complex products offered to meet needs and wants. If the expectations of consumers are met, they will feel satisfied with the product or service they get.

Consumer satisfaction is expressed as a person's feeling of pleasure or disappointment that arises because after using the product or service offered (Indrasari, 2019). Consumers will tend to buy products that have good product quality, visit restaurants that serve consumers politely and friendly and provide a convenient and strategic location, and offer affordable prices but do not reduce the quality of the product. Consumers are company assets that have an important role in a company, maintaining them means improving financial performance and maintaining company viability, this is the main reason for companies to attract and retain them. Therefore, every company must really understand a number of factors that can affect customer satisfaction. In determining the level of consumer satisfaction, there are five main factors that must be considered by the company, namely product quality, service quality, emotional, price and cost (Indrasari, 2019).

One way to win the competition is to try to retain existing customers, because finding new customers costs more than retaining existing customers. Satisfactory service that starts with on time delivery and low prices is one way that companies can do to create satisfaction for old consumers and increase the possibility of consumers coming. The increasing thinking of consumers in considering the timeliness in the delivery of the products they choose and affordable prices raises demands on the company to always improve the quality of service and prices provided in order to create a customer satisfaction among its consumers.

PT. Kalerindo Semesta Abadi Medan is one of the companies engaged in the paint distributor business in the field. PT. Kalerindo Semesta Abadi is a company that was established on January 1, 2013 which has a vision of becoming the largest paint distributor company in North Sumatra and the company's mission is to improve the quality of the best service for customers. The increase in the quality of the company is marked by an increase in revenue, this is contrary to the fact that the company's income has decreased in the last three years. The company's development in terms of sales, in 2018 the company's sales increased rapidly, but the following year sales weakened, this was marked by the low number of consumers who came, even the pandemic had such a big impact. The factor suspected to be the cause of the decline in sales was timeliness. Punctuality is when the order is sent completely and precisely on the agreed date between the store and the consumer, or before the agreed date (Soemohadiwidjojo, 2017). Punctuality is the supplier's ability to deliver on time in minimal batches. Then start an evaluation based on the distance between the supplier and the company, their production capacity and the historical skills of workers to deliver on time (Aminah, 2017). This will be judged by the distance between the supplier and the company, their production capacity and historical ability to deliver on time.

Timeliness of Delivery is when the order is sent completely and precisely on the date agreed between the shop and the consumer, or before the agreed date (Soemohadiwidjojo, 2017). According to (Aminah, 2017), timeliness is the supplier's ability to deliver on time in minimal batches. Then start the evaluation based on the distance between the supplier and the company, their production capacity and the historical proficiency of the workers to deliver on time. Timeliness is very important, considering the accuracy of the delivery of ordered products will be an important factor in increasing customer satisfaction (Hafizha et al., 2019; Sakti & Mahfudz,

2018). According to (Nantigiri et al., 2021), the timeliness indicators listed in this study are the timeliness of arrival of goods that have been sent according to a predetermined schedule: Timeliness of delivery of goods to be sent according to a predetermined schedule, accuracy delivery time to be sent.

According to (Indrasari, 2019), Price is the value of an item or service as measured by the amount of money spent by the buyer to obtain a number of combinations of goods or services and their services. According to (Triadi et al., 2021), Price is an amount of money that functions as a medium of exchange to obtain products or services. Price can also be interpreted as determining the value of a product in the minds of consumers. According to (Arianty et al., 2016), Price is something that must be given to consumers to get the advantages offered by the company's marketing mix. Thus, prices play a direct role in shaping consumer value.

According to (Tjiptono & Chandra, 2012), the word satisfaction "satisfaction" comes from the Latin "satis" (meaning good enough, adequate) and "facio" (doing or making). In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate. Basically the goal of a business is to create satisfied customers. According to (Sakti & Mahfudz, 2018), consumer satisfaction is an evaluation of choices that at least exceed consumer expectations. With the situation the company provides products designed to meet consumer expectations. According to (Arianty et al., 2016), the thing that companies must do in order to successfully face competitors is to try to create and retain consumers so that they can achieve their goals.

RESEARCH METHOD

According to (Rinaldi, 2019), this type of research is quantitative research. Quantitative data is data in the form of numbers whose characteristics are always in numerical form such as income data, population, consumption levels, bank interest and so on. The research population that will be used in the study is the existing stores in the city of Medan, amounting to 150 stores. According to (Rinaldi & Rahmadana, 2020) the sample is part of the number and characteristics possessed by the population. The sample in this study is the total sample or all members of the population, namely 150 stores. This is because the research conducted is a census study where this method applies if the population members are relatively small or easily accessible. To obtain relevant data in the study, it was conducted by means of interviews assisted with research instruments, namely questionnaires given to respondents, direct observation, and literature study. Data collection techniques through questionnaires will be assessed using a Likert scale.

Table 1. Operational Definition

<i>Variable</i>	<i>Measurement</i>
<i>Dependent Variable</i>	
Consumer Satisfaction (Y)	<ol style="list-style-type: none"> 1. Conformance of expectations. 2. Interest in visiting again. 3. Willingness to recommend.
<i>Independent Variable</i>	
Punctuality (X ₁)	<ol style="list-style-type: none"> 1. Timeliness of arrival of goods that have been sent according to a predetermined schedule. 2. Timely delivery of goods to be sent.
Price (X ₂)	<ol style="list-style-type: none"> 1. Price affordability. 2. Price match with product quality. 3. Price competitiveness. 4. Price match with benefits. 5. Prices can influence consumers in making decisions

According to (Sujarweni, 2018), the data analysis model in this study is multiple linear regression analysis. The regression equation used in this study is as follows:

$$Y = a + b_1X_1 + b_2X_2 + e \quad (1)$$

Information :

Y = Consumer Satisfaction.

a = Constant.

b1, b2 = Coefficient of variables.

X1 = Punctuality.

X2 = Price.

e = Standard error.

RESULTS AND DISCUSSIONS

In this study to determine the magnitude of the influence of the variable Punctuality (X1), and Price (X2) on the variable Consumer Satisfaction (Y). The results of the validity and reliability tests are presented in table 2 and table 3:

Table 2. Validity Test Results

Variabel	Pernyataan	r _{hitung}
Ketepatan Waktu (X ₁)	Pernyataan-1	0.830
	Pernyataan-2	0.691
	Pernyataan-3	0.802
	Pernyataan-4	0.546
	Pernyataan-5	0.547
	Pernyataan-6	0.498
	Pernyataan-7	0.830
Harga (X ₂)	Pernyataan-1	0.476
	Pernyataan-2	0.496
	Pernyataan-3	0.526
	Pernyataan-4	0.459
	Pernyataan-5	0.586
	Pernyataan-6	0.590
	Pernyataan-7	0.670
Kepuasan Konsumen (Y)	Pernyataan-1	0,422
	Pernyataan-2	0,692
	Pernyataan-3	0,212
	Pernyataan-4	0,720
	Pernyataan-5	0,720

From the results of Table 2, it is obtained that the rcount value of each statement item for each variable obtained is above ttable (0.361) so it can be said that the statement used is said to be valid.

Table 3. Reliability Test Results

Variabel	Jumlah Item	Cronbach's Alpha
Ketepatan Waktu (X ₁)	7	0,604
Harga (X ₂)	7	0,804
Kepuasan Konsumen (Y)	4	0,648

Based on Table 3 where from each variable it can be seen that Cronbach's alpha is above 0.6 so that the statement of each variable is declared reliable. The normality test aims to determine whether the distribution of a data follows or approaches the normal distribution. The results of the normality test are as follows:

Table 4. Normality Test Results

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,54055973
Most Extreme Differences	Absolute	,055
	Positive	,032
	Negative	-,055
Kolmogorov-Smirnov Z		,548
Asymp. Sig. (2-tailed)		,924

Based on Table 4, it shows that the residual variable data has a significance value greater than 0.05, which is 0.924. The results of this normality test indicate that the variable data is normally distributed.

Table 5. Multicollinearity Test Results

No	Variabel Independen	Collinearity Statistics	
		Tolerance	VIF
1	Timeliness	0.733	1.365
2	Price	0.733	1.365

Based on Table 5 above, it can be seen that the tolerance value (α) for the Punctuality and Price variables has a value greater than 0.10, which is 0.733. The Variance Inflation Factor (VIF) value for the Punctuality and Price variables has a value less than 10, namely 1.365. The test results above show that the independent variables (Timeliness and Price) do not experience multicollinearity. Multiple linear regression analysis is a linear regression model involving more than one independent variable or predictor. Multiple linear regression analysis in this study aims to determine how big the regression coefficient of the influence of Timeliness and Price on Consumer Satisfaction at PT. Kalerindo Semesta Eternal.

Table 6. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	1.812	.609
	Ketepatan Waktu	.419	.062
	Harga	.178	.062

The constant value indicates that if there is no value for the independent variable, namely Timeliness and Price, then the value of Consumer Satisfaction as seen from Y will increase by 1,812. Each increase, namely Punctuality by 1 unit, then the change in the value of Consumer Satisfaction as seen from Y will increase by 0.419 units assuming other variables are considered zero. For every 1 unit increase in price, the change in the value of Consumer Satisfaction as seen from Y will increase by 0.178 units assuming other variables are considered zero. The t-statistical test was carried out by comparing the tcount value with the ttable value and the Sig value with 0.05 and the ttable value with 1.97612.

Table 7. T test and F test

	t	Sig.	Sig. F
(Constant)	2.975	.004	0,000
Ketepatan Waktu	2.886	.005	
Harga	6.776	.000	

Based on Table 7 above, the results of the t statistical test show that the Punctuality variable has a value of tcount > ttable, namely with a value of 2.886 > 1.97612 and a significant value <0.05, namely with a value of 0.004 <0.05, which means Punctuality has a significant effect on satisfaction. Consumers at PT. Kalerindo Semesta Eternal. The price variable has a value of tcount > ttable with

a value of $6.776 > 1.97612$ and a significant value <0.05 , namely a value of $0.005 < 0.05$, which means that the price has a significant effect on consumer satisfaction at PT. Kalerindo Semesta Eternal. Based on Table 7 above, it can be seen that the value of $F_{count} > F_{table}$ is with a value of $50.808 > 3.06$ and a significant value <0.05 , namely with a value of $0.000 < 0.05$, which means that Timeliness and Price have a significant effect on Consumer Satisfaction at PT. Kalerindo Semesta Eternal.

The coefficient of determination is intended to determine how much the model's ability to explain the dependent variable is. The coefficient of determination in this study can be seen from the R Square. It can be seen that the Adjusted R Square value is 0.507 or 50.7% where this shows that the magnitude of the contribution of the influence given by the variable timing and price on consumer loyalty is 50.7%, while the remaining 49.3% is influenced by the following factors: other factors not discussed in this study.

Based on the results of partial hypothesis testing using the t-test, it is known that the punctuality variable has a $t_{count} (2.886) > t_{table} (1.97612)$ with a significant level of $0.004 < 0.05$ so it can be concluded that there is a significant positive effect between punctuality on Consumer Satisfaction at PT. Kalerindo Semesta Abadi. The results of this study are in line with previous research conducted by (Priambodo et al., 2022), where the results of the study show that the punctuality variable partially has a positive and significant effect on consumer satisfaction. the price variable has a $t_{count} (6.776) > t_{table} (1.97612)$ with a significant level of $0.005 < 0.05$ so it can be concluded that there is a partially significant positive effect between price on consumer satisfaction at PT. Kalerindo Semesta Abadi. The results of this study are in line with previous research conducted by (Santi et al., 2022), where the results showed that the price variable partially had a positive and significant effect on consumer satisfaction. Timeliness and Price variables have a value of $F_{count} (50.808) > F_{table} (3.06)$ with a significance of $0.000 < 0.05$ so it can be concluded that there is a significant influence between Timeliness and Price simultaneously on Consumer Satisfaction at PT. Kalerindo Semesta Abadi. The results of this study are in line with previous research conducted by (Rohman & Abdul, 2021), where the results of the study show that the timeliness and price variables simultaneously have a positive and significant effect on consumer satisfaction.

CONCLUSION

The conclusion of the study shows that the results of this study Simultaneous Timeliness and Price on Consumer Satisfaction shown from the results of multiple linear regression analysis means that the Punctuality and Price variables together have an influence on Consumer Satisfaction. Partially, the Punctuality variable has a significant effect on Consumer Satisfaction at PT. Kalerindo Semesta Eternal. Partially, the price variable has a significant effect on consumer satisfaction at PT. Kalerindo Semesta Eternal. Simultaneously, the variables of Market Segmentation and Market Targeting have a significant effect on Consumer Satisfaction at PT. Kalerindo Semesta Eternal. The coefficient of determination shows Punctuality and Price can explain the relationship between Sales Volume and Consumer Satisfaction at PT. Kalerindo Semesta Eternal.

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