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THE EFFECT OF SERVICE QUALITY, TRUST, AND DELIVERY TIMELINES ON CUSTOMER SATISFACTION AT J&T CARGO KAPTEN REGUG

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ABSTRACT

The rapid developments of internet technology in Indonesia has significantsly increased e-commerce activities, leading to a growing demand for efficients and reliable logistics and delivery services. J&T Cargo Kapten Regug is one of the expeditions services providers that continues to strive to maintain customers satisfactions amid increasingly intense competitions. However, based on observationss and interviews, several issues were identsified, including unprofessionsal employee performance, customers concerns regarding shipments security, and delivery processes that do not meet estimated timelines. These conditionss motivated this study, which aims to examine the effects of services quality, trust, and delivery timelines on customers satisfactions at J&T Cargo Kapten Regug. This research was conducted at J&T Cargo Kapten Regug. The populations comprised all customers who had used J&T Cargo Kapten Regug's delivery services, with an unknown total number. A purposive sampling method with a non-probability sampling technique was employed, involving 160 respondents who had previously used the company's services. Data were collected through observationss, interviews, and the distributions of Likert-scale questionsnaires. The data were analyzed use multiple linear regressionss analysis with the assistance of SPSS versionss 25. The result indicate that services quality, trust, and delivery timelines each have a positive and significants effects on customers satisfactions at J&T Cargo Kapten Regug. These findings suggest that improvements in services quality, increased customers trust, and more timely delivery services contribute significantsly to higher levels of customers satisfactions.

Keywords: service quality, trust, delivery timelines, customer satisfaction

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1. INTRODUCTIONS

Technological advancements in Indonesia have brought significants changes across various aspects of society. One notable developments is the widespread adoptions of the internet, which has transformed traditionsal purchasing behavior into online transactionss through e-commerce platforms. E-commerce enables consumers to conduct buying and selling activities more conveniently without the need for direct physical interactions, thereby increasing efficiency and accessibility.

According to data from Statista (2024), the number of e-commerce users in Indonesia has experienced substantial growth from 2020 to 2023, reaching approximately 58.63 million users in 2023. Furthermore, this number is projected to continue increasing, with estimates indicating that it will reach 99.1 million users by 2029 (PDSI, 2024). This rapid growth not only reflects a shift in consumer purchasing patterns toward greater reliance on digital platforms to meet daily needs, but also highlights the significants potentsial of Indonesia's digital economy. The expansion of e-commerce activities has led to a sharp increase in online buying and selling transactions, which in turn has generated a high demand for efficient and reliable logistics and delivery services. As a result, logistics services providers play a crucial role in supporting the sustainability of e-commerce by ensuring timely, secure, and high-quality delivery services that meet customers expectations.

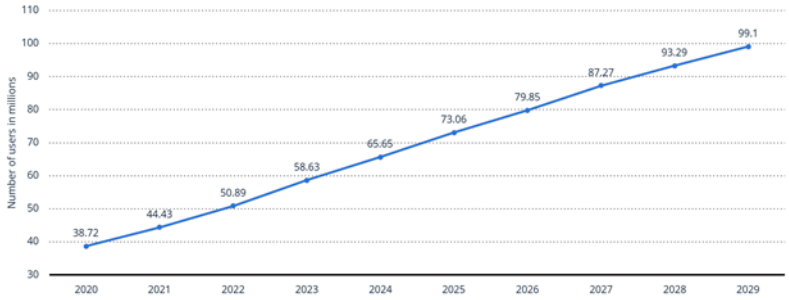


Figure 1. Growth of E-commerce Users in Indonesia

Source: Statist, 2024

The increasing public interest in use e-commerce as a transactional platform has been accompanied by a corresponding rise in demand for delivery and logistics services, as these services are closely linked to expeditions companies that serve as intermediaries between sellers and buyers in each transactions. In this context, logistics services providers play a critical role in ensuring that goods are delivered in a timely manner and received in good conditions. In Indonesia, numerous delivery services companies operate within a highly competitive environments, striving to offer superior services quality in order to meet the growing logistics needs of consumers.

Companies that provide delivery and logistics services have become increasingly important amid intense competition within the logistics and freight forwarding industry. In this highly competitive environments, many expeditions companies seek to gain a competitive advantage and achieve higher levels of customers satisfactions, as customers satisfactions is a critical factor for business success in today's competitive market. The importance of customer satisfactions for companies is well established, particularly for organizations aiming to sustain growth and retain their customer base. Firms that are able to develop and maintain high levels of customers satisfactions are more likely to achieve long-term success (Kotler & Keller, 2012).

One of the expedition companies operating in Indonesia is J&T Cargo, which is part of the J&T Group. J&T Cargo focuses on large-scale freight delivery services primarily aimed at business customers, particularly those engaged in e-commerce and wholesale trade. The rapid growth of J&T Cargo in the logistics sector has intensified competition among expedition services providers, including JNE, TIKI, Pos Indonesia, and SPX, all of which offer similar services to capture the growing market for bulk logistics and freight delivery. In response to this competitive environments, J&T Cargo continues to enhance its services quality and maintain customers satisfactions in order to sustain its competitive advantage in the Indonesian market. One of its branch offices is located at Letda Jaya Street No. 27, Dangin Puri, East Denpasar District, Denpasar City, Bali Province. This branch is still striving to compete with other expedition companies while maintaining a high level of customers satisfactions. Based on Google Reviews (2025), several customer reviews of J&T Cargo indicate complaints regarding the performance of certain employees, which was perceived as unprofessionsal and not in accordance with established operational standards. In addition, administrative staff were reported to be less responsive in handling customer inquiries. Customers also reported experiences of packages being held for extended periods in warehouses, delivery processes that did not meet estimated timelines, and delays beyond expected schedules. Furthermore, preliminary interviews with five respondents revealed that customer expressed concerns regarding the security of their goods during the delivery process. Some respondents reported incidents in which packages were delivered to incorrect addresses, while others experienced damage to their goods during shipments.

Based on these findings, several problems were identsified at J&T Cargo Kapten Regug, which can be classified into three main categories. First, issues related to services quality were observed, particularly concerning employee professionalism, inadequate delivery of clear informations, and a lack of

friendliness among staff. Second, problems related to trust emerged as customers expressed concerns regarding the security of their goods and doubts about the reliability of the services provided. Third, issues associated with delivery timelines were identified, including delivery delays, discrepancies betweens estimated and actual delivery times, and instances of goods being damaged upon receipt. These conditionss may lead to customers discomfort and a decline in trust, which ultimately can have a negative impact on customers satisfactions with the services provided by J&T Cargo Kapten Regug.

Previous studies have demonstrated that services quality, trust, and delivery timelines generally have a positive and significants effects on customers satisfactions. Ariesta et al. (2022) found that services quality has a positive and significants influence on customers satisfactions, suggesting that higher services quality leads to greater customers satisfactions. However, Akmal et al. (2023) reported contrasting result, indicating that services quality does not have a significants effects on customers satisfactions. Furthermore, research conducted by Hisni et al. (2022) revealed that trust has a positive and significants effects on customers satisfactions, whereas Aprileny et al. (2022) found that trust does not directly influence customers satisfactions. Similarly, delivery timelines has been shown to have a positive and significants effects on customers satisfactions (Eviani & Hidayat, 2021). In contrast, Renouw et al. (2023) reported that delivery timelines does not partially have a significants effects on customers satisfactions.

Based on the phenomena experienced by J&T Cargo Kapten Regug and the inconsistencies identified in previous empirical studies, this research aims to examine and analyze the effects of services quality, trust, and delivery timelines on customers satisfactions at J&T Cargo Kapten Regug. This study is expected to contribute to the existing body of knowledge by providing deeper insights into the factors influencing customers satisfactions in the logistics services industry. In additions, the findings are anticipated to offer practical implications for companies in improving services quality and formulating effective marketing strategies to enhance customers satisfactions.

2. LITERATURE AND HYPOTHESES

Expectations Disconfirmations Theory

Expectations Disconfirmations Theory (EDT), originally introduced by Oliver (1997), is widely used to predict and explain customers satisfactions with products or services (Kusuma, 2023). EDT explains how satisfactions or dissatisfactions is formed through a comparison betweens customers' initial expectation and the actual performance of a product or services that is purchased or used. Customers satisfactions occurs when cognitive perceptions of the consumptions experience are aligned with or exceed pre-purchase expectations. This evaluative process shapes users' subjective judgments regarding the extents to which a service performs its intended functions in accordance with their initial expectations. Furthermore, this theory emphasizes that the level of customers satisfactions is determined by an evaluation of the performance experience, specifically whether the outcomes meet or exceed prior expectations (Purnami et al., 2023).

Customers Satisfaction

Customers satisfactions refers to the extents to which customers' needs, desires, and expectations are fulfilled, leading to repeat purchases or sustained loyalty (Wayanti, 2023). Ariesta (2022) defines customers satisfactions as an individual's emotional response resulting from a comparison betweens perceived performance and prior expectations. Customers tend to experience dissatisfactions when perceived performance falls below expectationss, whereas satisfactions arises when performance meets or exceeds expectations. Customers satisfaction also serves as an indicator of customers' emotional responses to the products or services they receive, as each customers may hold differents expectations and evaluations criteria (Juanim & Baihaqi, 2023).

Services Quality

Services quality focuses on efforts to fulfill customers' needs and desires, as well as the accuracy of services delivery in meeting customers expectations (Agung et al., 2022). Similarly, Meida et al. (2022) define services quality as an organizations's ability to meet customers needs and expectations through appropriate and timely services delivery. According to Nuraeni (2021), two main factors influence services quality: expected services and perceived services. Overall, services quality reflects the extents to which a company's services are able to meet or exceed customers expectations through consistent and effective services performance.

Trust

Trust refers to an individual's willingness or confidence to rely on another party within a services or business relationship, influenced by factors such as integrity, competence, and prior positive experiences. Meida et al. (2022) define trust as an individual's readiness to depend on a business partner, which may be shaped by both interpersonal and interorganizational factors, including ability, integrity, honesty, and perceived benevolence. Furthermore, Ekayanti et al. (2023) describe trust as a form of confidence voluntarily placed by individuals or services users in a services provider, accompanied by an awareness of the potential risks involved.

Delivery Timelines

Delivery timelines is a critical factor for customers, as on-time delivery can enhance customers trust in a company and serves as an important determinant of customers satisfactions. When customers' expectations regarding delivery schedules are fulfilled, they are more likely to feel satisfied and to reuse the services. Delivery timelines refers to the time interval betweens when a customers places an order and when the product is received by the customers. In practice, delivery is expected to be completed according to the schedule stated in the estimated delivery time provided at the time of ordering (Eviani & Hidayat, 2021). According to Yusuf and Alfifto (2024), delivery timelines reflects the accuracy of delivery in reaching customers on schedule and the assurance that goods are delivered to the correct destinations. This aspect is particularly important for logistics companies, as timely delivery not only meets customers demands but also has a positive impact on customers satisfactions.

Hypotheses

The Effects of Services Quality on Customers Satisfactions

Services quality emphasizes efforts to fulfill customers' needs and desires, as well as the accuracy of services delivery in meeting customers expectations (Agung et al., 2022). Previous empirical studies have consistently examined the relationship between services quality and customers satisfactions. Research conducted by Ariesta et al. (2022), Kencanawati et al. (2023), Mahira et al. (2021), Efendi et al. (2023), and Kusumawardhani et al. (2024) found that services quality has a positive and significants effects on customers satisfactions. Based on these findings, the following hypothesis is proposed:

H_1: Services quality has a positive effect on customers satisfactions.

The Effects of Trust on Customers Satisfactions

Trust refers to an individual's willingness to rely on a business partner, which is influenced by both interpersonal and interorganizational factors such as ability, integrity, honesty, and perceived benevolence (Meida et al., 2022). Numerous empirical studies have examined the relationship betweens trust and customers satisfactions. Research conducted by Hisni et al. (2022), Farisi et al. (2025), Siti and Rina (2023), Mujaki and Amma (2024), and Widjaja and Araufi (2020) consistently indicates that trust has a significants positive effects on customers satisfactions. Based on this evidence, the following hypothesis is proposed:

H_2: Trust has a positive effect on customers satisfactions.

The Effects of Delivery Timelines on Customers Satisfactions

Delivery timelines refers to a company's ability to ensure that ordered goods are delivered to customers on schedule and to the correct destinations (Yusuf & Alfifto, 2024). This capability is essential, as timely delivery fulfills customers demands and contributes positively to customers satisfactions. Previous studies examining the effects of delivery timelines on customers satisfactions have reported consistents findings. Research conducted by Eviani and Hidayat (2021), Masuku et al. (2024), Artati and Ernawati (2022), Erlangga and Prabowo (2024), and Utomo and Putra (2024) indicates that delivery timelines has a positive and significants effects on customers satisfactions. Based on these findings, the following hypothesis is proposed:

H_3: Delivery timelines has a positive effect on customers satisfactions.

3. RESEARCH METHOD

This study was conducted at J&T Cargo Kapten Regug, located on Letda Jaya Street No. 27, East Denpasar District, Denpasar City, Bali Province, Indonesia. The objects of this study consist of services quality, trust, and delivery timelines as independents variables, and customers satisfactions as the dependents variable. The populations of this study includes all customers who have visited and used the delivery services of J&T Cargo Kapten Regug, with the total populations size being unknown. The sample was determined use a purposive sampling method. The sample size was calculated based on Hair's formula, which recommends a minimum sample size of five times the number of indicators. With a total of 32 measurements indicators, the resulting sample size was 160 respondents. The criteria for respondents included a minimum age of 17 years and prior experience use the delivery services of J&T Cargo Kapten Regug. Data were collected through observations, interviews, and questionsnaire surveys use a Likert-scale measurements. The data analysis techniques employed in this study included validity and reliability tests, classical assumptions tests (normality, multicollinearity, and heteroscedasticity), multiple linear regressions analysis, and model fit evaluations use the coefficients of determinations (Adjusted R^2). In addition, partial regressions tests (t-tests) were conducted to examine the effectss of the independent variables on customers satisfactions. All statistical analyses were performed use SPSS versions 25.

4. RESULT AND DISCUSSIONS

Instruments Test Result

a. Validity Test

Table 1. Validity Test Result

Statements	Pearson Correlations	Standard	Description
Services Quality (X_1)			
X1.1.1	0,712		Valid
X1.1.2	0,637		Valid
X1.1.3	0,845		Valid
X1.1.4	0,741		Valid
X1.2.1	0,693		Valid
X1.2.2	0,774		Valid
X1.2.3	0,787		Valid
X1.2.4	0,740		Valid
X1.2.5	0,821		Valid
X1.3.1	0,660	0,30	Valid
X1.3.2	0,867		Valid
X1.3.3	0,890		Valid
X1.3.4	0,798		Valid
X1.4.1	0,805		Valid
X1.4.2	0,777		Valid
X1.4.3	0,830		Valid
X1.4.4	0,857		Valid
X1.5.1	0,873		Valid
X1.5.2	0,877		Valid

X1.5.3	0,676		Valid
X1.5.4	0,787		Valid
X1.5.5	0,713		Valid
Trust (X_2)			
X2.1	0,797		Valid
X2.2	0,707	0,30	Valid
X2.3	0,701		Valid
X2.4	0,786		Valid
Delivery Timelines (X_3)			
X3.1	0,830		Valid
X3.2	0,841	0,30	Valid
X3.3	0,925		Valid
X3.1	0,830		Valid
Customers Satisfactions (Y)			
Y1	0,798		Valid
Y2	0,880	0,30	Valid
Y3	0,896		Valid

Source: Processed data, 2025

Based on Table 1, all measurements items for each variable show correlations values greater than 0.30. Therefore, all instruments used for data collections are considered valid and suitable for use as research instruments.

b. Reliability Test

Table 2. Reliability Test Result

Variable	Cronbach's Alpha	Standard	Description
Services Quality (X_1)	0,968	0,60	Reliabel
Trust (X_2)	0,724		Reliabel
Delivery Timelines (X_3)	0,832		Reliabel
Customers Satisfactions (Y)	0,814		Reliabel

Source: Processed data, 2025

Based on the result presented in Table 2, all measurements items for each variable demonstrate Cronbach's Alpha values exceeding the threshold of 0.60. These result indicate that the research instruments exhibit acceptable reliability and are therefore suitable for use in this study.

Classical Assumptions Test

a. Normality Test

Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		160
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviations	0.94592068
Most Extreme Differences	Absolute	0.033
	Positive	0.033
	Negative	-0.030
Test Statistic		0.033
Asymp.Sig (2-tailed)		0.200[c,d]

a. Test distributions is Normal.

b. Calculated from data.
c. Lilliefors Significance Corrections.
d. This is a lower bound of the true significance
Source: Processed data, 2025

Based on Table 3, the result of the residual normality test use the Kolmogorov–Smirnov method indicate an Asymp. Sig. (significance values) of 0.200. Since this values is greater than 0.05, it can be concluded that the residuals of the regressions model are normally distributed.

b. Multicollinearity Test

Table 4. Multicollinearity Test Result
Coefficients[a]

Model		Collinearity Statistics	
		Tollerance	VIF
1	Services Quality (X_1)	0.987	1.013
	Trust (X_2)	0.995	1.005
	Delivery Timelines (X_3)	0.988	1.012

a. Dependents Variable: Customers Satisfactions (Y)
Source: Processed data, 2025

Based on Table 4, all independents variables exhibit tolerance values greater than 0.10 and variance inflations factor (VIF) values below 10. Therefore, it can be concluded that the regressions model does not suffer from multicollinearity, indicating that each independents variable is appropriate for inclusions in further regressions analysis.

c. Heteroscedasticity Test

Table 5. Heteroscedasticity Test Result
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.805	0.358		2.247	0.026
	Services Quality (X_1)	0.000	0.002	0.004	0.052	0.958
	Trust (X_2)	-0.013	0.013	-0.079	-0.990	0.324
	Delivery Timelines (X_3)	0.012	0.017	0.055	0.686	0.493

a. Dependents Variable: ABS_RES
Source: Processed data, 2025

Based on Table 5, the result of the heteroskedasticity test use the Glejser method indicate that the significance values for services quality, trust, and delivery timelines are 0.958, 0.324, and 0.493, respectively. Since all significance values exceed 0.05, it can be concluded that the regressions model in this study does not exhibit heteroskedasticity.

Multiple Linear Regressions Analysis

Table 6. Summary of Multiple Linear Regressions Analysis Result
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.617	0.605		1.020	0.309
	Services Quality (X_1)	0.043	0.004	0.458	10.532	0.000
	Trust (X_2)	0.255	0.022	0.507	11.711	0.000

Delivery Timelines (X_3)	0.335	0.029	0.494	11.378	0.000
a. Dependents Variable: Customers Satisfactions (Y)					
R					0.842[a]
R Square					0.709
Adjusted R Square					0.703

Source: Processed data, 2025

Result of Multiple Linear Regressions Analysis

Based on the analysis and calculationss presentsed in Table 6, the multiple linear regressions equations can be formulated as follows:

$$Y = \alpha + \beta 1\ X1 + \beta 2\ X2 + \beta 3\ X3 + e$$

$$Y = 0{,}617 + 0{,}043\ X1 + 0{,}255\ X2 + 0{,}335\ X3 + e$$

The multiple linear regressions model provides the following informations:

a. The constant (α) is 0.617, indicating that when services quality, trust, and delivery timelines are assumed to be zero or held constant, customers satisfactions remains at a values of 0.617.
b. The regressions coefficients for services quality (β_1) is 0.043, indicating that, holding trust and delivery timelines constant, an increase in services quality is associated with an increase of 0.043 in customers satisfactions. Therefore, it can be concluded that services quality has a positive effects on customers satisfactions.
c. The regressions coefficients for trust (β_2) is 0.255, indicating that, holding services quality and delivery timelines constant, an increase in trust is associated with an increase of 0.255 in customers satisfactions. Therefore, it can be concluded that trust has a positive effects on customers satisfactions.
d. The regressions coefficients for delivery timelines (β_3) is 0.335, indicating that, holding services quality and trust constant, an increase in delivery timelines is associated with an increase of 0.335 in customers satisfactions. Therefore, it can be concluded that delivery timelines has a positive effects on customers satisfactions.

Coefficients of Determinations

Based on the result of the analysis presentsed in Table 6, the coefficients of determinations (Adjusted R^2) is 0.703. This indicates that services quality, trust, and delivery timelines collectively explain 70.3% of the variance in customers satisfactions. The remaining 29.7% of the variations in customers satisfactions is influenced by other variables not examined in this study.

T Test

Based on the result of the analysis presentsed in Table 6 above, the following conclusionss can be drawn:

a. The Effects of Services Quality on Customers Satisfactions
   Based on the result of the analysis examining the effects of services quality on customers satisfactions, the t-statistic values is 10.532, with a significance level (p-values) of 0.000, which is less than 0.05. This result indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. Therefore, services quality has a statistically significants partial effects on customers satisfactions at J&T Cargo Kapten Regug, and the first hypothesis (H_1) is accepted.
b. The Effects of Trust on Customers Satisfactions
   Based on the result of the analysis examining the effects of trust on customers satisfactions, the t-statistic values is 11.711, with a significance level (p-values) of 0.000, which is less than 0.05. This finding indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_2) is accepted. Therefore, trust has a statistically significants partial effects on customers satisfactions at J&T Cargo Kapten Regug, and the second hypothesis (H_2) is accepted.
c. The Effects of Delivery Timelines on Customers Satisfactions
   Based on the result of the analysis examining the effects of delivery timelines on customers satisfactions, the t-statistic values is 11.378, with a significance level (p-values) of 0.000, which is less

than 0.05. This result indicates that the null hypothesis (H_0) is rejected and the alternative hypothesis (H_3) is accepted. Therefore, delivery timelines has a statistically significants partial effects on customers satisfactions at J&T Cargo Kapten Regug, and the third hypothesis (H_3) is accepted.

Discussions

The Effects of Services Quality on Customers Satisfactions at J&T Cargo Kapten Regug

The result of testing the first hypothesis (H_1) concerning the effects of services quality on customers satisfactions indicate that the hypothesis is accepted. The findings of this study demonstrate that services quality has a positive and significants effects on customers satisfactions at J&T Cargo Kapten Regug. This result implies that improvements in services quality provided by J&T Cargo Kapten Regug lead to an increase in customers satisfactions levels. This finding is supported by the services quality indicators measured use the SERVQUAL dimensions, which consist of tangibles, reliability, responsiveness, assurance, and empathy. Among these five dimensions, tangibles obtained the highest mean score, indicating that customers place the greatest appreciations on the physical aspects of the services provided by J&T Cargo Kapten Regug. In particular, the indicator related to employees' neat and professional appearance received the highest evaluations from respondents. This suggests that employee appearance plays an important role in creating a positive first impressions, which subsequentsly influences customers perceptionss of services quality. Furthermore, within the reliability dimensions, the indicator reflecting the company's ability to deliver services correctly from the first attempt recorded the highest average score. This finding indicates that customers perceive J&T Cargo Kapten Regug as a company that operates consistently and can be relied upon in the delivery process as well as other services activities. Such reliability strengthens customers' positive perceptions of the company's overall services quality. The result of this study are consistents with previous research conducted by Ariesta et al. (2022), Kencanawati et al. (2023), Mahira et al. (2021), Efendi et al. (2023), and Kusumawardhani et al. (2024), all of which found that services quality has a positive and significants effects on customers satisfactions. These findings reinforce the importance of maintaining high services quality standards as a strategic factor in enhancing customers satisfactions in the logistics and delivery services industry.

The Effects of Trust on Customers Satisfactions at J&T Cargo Kapten Regug

The result of testing the second hypothesis (H_2) indicate that the hypothesis is accepted, demonstrating that trust has a positive and statistically significants effects on customers satisfactions at J&T Cargo Kapten Regug. This finding suggests that higher levels of customers trust are associated with increased customers satisfactions. In this study, trust is reflected through diligence, competence, integrity, and willingness to rely on the services provider. Among these indicators, integrity achieved the highest score, indicating that customers perceive honesty and organizationsal commitments as the primary determinants in building trust toward the services provided. When customers believe that a logistics provider operates with integrity, they are more inclined to rely on the company despite the inherents risks involved in delivery services. These findings are consistents with previous empirical studies conducted by Hisni et al. (2022), Farisi et al. (2025), Siti and Rina (2023), Mujaki and Amma (2024), and Widjaja and Araufi (2020), all of which reported that trust has a positive and significants effects on customers satisfactions. This result underscores the importance of trust as a strategic factor in enhancing customers satisfactions within the logistics and delivery services industry.

The Effects of Delivery Timelines on Customers Satisfactions at J&T Cargo Kapten Regug.

The result of testing the third hypothesis (H_3) indicate that the hypothesis is accepted, demonstrating that delivery timelines has a positive and statistically significants effects on customers satisfactions at J&T Cargo Kapten Regug. This finding suggests that improvements in delivery timelines lead to higher levels of customers satisfactions. This result is supported by the indicators used to measure delivery timelines, where the accuracy in determining delivery schedules recorded the highest score and exhibited the largest regressions coefficients among the independents variables. This finding indicates that schedule accuracy is a critical aspect that should be prioritized by J&T Cargo Kapten Regug, as customers strongly depend on reliable delivery schedules to support their operationsal activities and logistics planning. When

delivery schedules align with customers' logistical plans, the services provides substantial added values and enhances overall satisfactions. From a managerial perspective, accuracy in delivery time estimations should therefore be positionsed as a strategic priority for J&T Cargo Kapten Regug. Consistents and reliable delivery scheduling not only improves customers satisfactions but also strengthens the company's competitive positions in the logistics services market. These findings are consistents with previous studies conducted by Eviani and Hidayat (2021), Masuku et al. (2024), Artati and Ernawati (2022), Erlangga and Prabowo (2024), and Utomo and Putra (2024), all of which reported that delivery timelines has a positive and significants effects on customers satisfactions.

5. CONCLUSIONS AND LIMITATIONS

Based on the result of the data analysis and discussions, this study concludes that services quality has a positive and statistically significants effects on customers satisfactions at J&T Cargo Kapten Regug, indicating that improvements in services quality lead to higher levels of customers satisfactions. Trust is also found to have a positive and significants influence on customers satisfactions, suggesting that increased customers trust in J&T Cargo Kapten Regug contributes to greater satisfactions. In additions, delivery timelines has a positive and statistically significants effects on customers satisfactions, demonstrating that accurate and punctual delivery enhances customers satisfactions with the services provided. Overall, these findings confirm that services quality, trust, and delivery timelines are key determinants of customers satisfactions in the logistics and cargo services industry.

This study has several limitations. The research was conducted at a single site, namely J&T Cargo Kapten Regug, which may limit the generalizability of the findings. Future studies may expand the scope by examining J&T Cargo branches in other regions or by including multiple research sites across differents industries beyond courier and delivery services. In additions, this study focused on only three independents variables services quality, trust, and delivery timelines when examining factors influencing customers satisfactions. However, customers satisfactions may also be affected by other factors such as product quality, pricing, brand image, locations, promotionsal strategies, and services recovery. Therefore, future research is encouraged to incorporate additional variables to provide a more comprehensive understanding of the determinants of customers satisfactions.

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