

## ANALYSIS OF THE EFFECT OF LEAD TIME ON CUSTOMER SATISFACTION ON THE MARKETPLACE PLATFORM

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### ABSTRACT

E-commerce (electronic commerce) is a business process that connects companies, consumers, and society in the activity of exchanging or selling goods or services and information through electronic transactions. The success of the electronic commerce system in Indonesia stems from the enthusiasm of people who want a practical shopping. If in the past distance and time were obstacles to the relationship between buyers and sellers, the existence of an online buying and selling system can make it easier for people to purchase goods and services because it can be accessed anywhere without limited time. With various benefits and flexibility offered, online shopping is now increasingly favored by the people of Indonesia. Through this research to determine the effect of lead time on customer satisfaction.

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### 1. INTRODUCTION

Buying and selling activities are routine activities that occur every day. This buying and selling activity will be carried out if there is an agreement between the two parties to exchange goods or services for money[1].

Along with the development of existing technology, the means that can be used to carry out buying and selling activities have also developed to become more modern. Buying and selling activities do not require sellers and buyers to meet in person to make a transaction.

In today's highly advanced era, electronic media has become one of the mainstay media for carrying out all communication and business activities for the community. Where the use of electronic media is very helpful and makes work easier.[2]. The existence of information technology that is connected to the internet network provides opportunities in marketing products or services and is also used as a way to increase and improve the business operations of its users, where technology allows companies to reach consumers.[3].

So that many companies have emerged trying to create various products and services to meet consumer needs. The large number of internet users in Indonesia are used by various parties as an opportunity to run a business online. E-commerce is a concept that describes a process of buying & selling or exchanging products, services & information through computer networks including the internet.[4].

E-commerce (electronic trading) is a business process that connects companies, consumers, and the public in the activity of exchanging or selling goods or services and information through electronic transactions[5]. The success of the electronic trading system in Indonesia stems from the enthusiasm of the people who want a practicality of shopping. If in the past distance and time were obstacles to the relationship between buyers and sellers, the existence of an online buying and selling system can make it easier for people to buy goods and services because they can be accessed anywhere without being limited in time.[6].

E-commerce services provide support to customers in being able to access and place orders from various places. The results of a survey conducted by Facebook during the implementation of the national online shopping day found that there was a significant increase in e-commerce transactions in Indonesia where the research also obtained information that Indonesians prefer to shop online.

Mediti's research (2020) states that trust is an important factor that can influence buying interest online. In the absence of consumer trust, it is impossible to buy and sell transactions via the internet[7]. Rahmandika (2020) said that most of the research regarding trust focuses on the general trust that develops between customers and company from time to time after going through various experiences[8]. However, it does leave the question of how consumers build trust when consumers gain initial experience on a website (trust). Basically customer satisfaction is the resistance of consumer

attitudes indicated by consumer satisfaction with a product the products they consume. The key to consumer resistance is customer satisfaction [9].

## 2. LITERATURE REVIEW

### Lead Time

Lead time is the time required from the time a customer orders or requests until the product or service is available or received by the customer. In the context of a marketplace platform, lead time can include product delivery or delivery time, order processing time, product preparation time before delivery[10], as well as the time required to handle logistics and delivery processes. Lead time can also include the time it takes to process payments and verify orders before shipping is made[11].

### Customer Satisfaction

Customer satisfaction is a measure of the extent to which customers are satisfied with the products, services or experiences provided by a company or organization. It reflects customers' perceptions and ratings of the quality, value, reliability, performance, and fulfillment of expectations of the products or services they receive[12]. Customer satisfaction can be measured in a number of ways, including surveys, interviews, direct feedback or analysis of user data. The measurement scale commonly used in customer satisfaction research is the Likert scale, in which respondents are asked to provide their assessment in the form of a statement with answer choices ranging from "Very Satisfied" to "Very Dissatisfied". The importance of customer satisfaction is because satisfied customers tend to be more loyal, have the potential to become repeat customers, recommend products or services to others, and provide positive feedback to the company. Maintaining and increasing the level of customer satisfaction is one of the keys to the long-term success of a company[13].

## 3. METHODS

This research uses a qualitative descriptive method with data sources from books, articles and scientific journals that are relevant to the research theme. This method was chosen in order to describe the phenomenon of e-commerce in Indonesia.

## 4. RESULTS AND DISCUSSION

There are several obstacles faced by individual sellers or small and medium businesses compared to large companies to build e-commerce information systems, such as the lack of human resources who understand information technology, the allocation of funds and the effort required is not small.[14]. From the problems above, the marketplace is one of the solutions to increase the growth of e-commerce in Indonesia. Marketplace is an implementation of the market concept, namely a place where supply and demand meet. Marketplaces were developed to bring together buyers and sellers in large numbers so as to widen choices for buyers and increase opportunities and access for sellers to meet new prospective buyers with the aim of reducing transaction costs for both parties simultaneously[15].

Table 1. Indonesia E-Commerce & M-Commerce Rankings 2019[16]

rank	Brands	score
1	Shopee	59,6
2	Tokopedia	54,1
3	Traveloka	36,1
4	Bukalapak	31,9
5	Lazada	30,8

Koufaris and Hampton-Sosa (2004); Chen and Barnes (2007); Yaobin and Tao (2007) say that consumer trust in an online store is influenced by perceptions about the company (perceived corporate reputation and perceived corporate size) and perceptions about the website (perceived ease of use and perceived website security) [17]–[19]. Purchase intention and loyal attitude from consumers are the most important things for a company to maintain its existence and to be able to survive in competition by maintaining existing customers and attracting the attention of new consumers. Companies must provide a good level of service and a quality workforce in order to give the impression of a positive experience to consumers and in the end create a sense of satisfaction from consumers towards the company. Furthermore, it is expected to create an intention to buy the product.

Customers who have made purchases online and have received the products they ordered will have confidence in the online store[20]. Meanwhile according to[21], if consumers who want to make purchases again, these customers have previous experience in transacting and shopping with the same online store, so it is easier for these customers to trust the online store. Therefore, the compatibility between the products ordered by customers and the products offered will be the key to customer trust and satisfaction in the online store. Then satisfaction will form a positive perception of the customer and then also make repeat purchases at the same vendor[22].

Consumer or customer satisfaction cannot only be assessed rationally, such as lower prices. However customer satisfaction model described by[23] namely customer satisfaction can also be seen from a psychological perspective, so that the lead time or the time needed from the transaction process to delivery is also very influential on the consumer experience. And this is of course directly proportional to customer satisfaction. This theme is what the author tries to raise in this research.

## 5. CONCLUSION

Lead time has a strong effect on customers, as a company image. Previous research did not consider differences in customer needs or the impact on customers' subjective assessment of the company. Although it has an impact on customer satisfaction and repurchase intentions. Previously, customers would order their needs with confidence, no matter the Lead Time required by the manufacturer. For customers, whatever Lead Time the company requires, it is a condition that is needed or is commonplace. And when companies compete with each other, one of them shortens the Lead Time, then the waiting time becomes the reputation of a company. And the shorter order delivery makes customers satisfied and will make repeat purchases. Indirectly, it can be argued that order speed has a significant side to the strategy of a marketplace, developing a lead-time model for make-to-order companies and accompanying price adjustments and proving that multiple benefits are obtained from reliable order delivery.

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