

The Effect of Promotion and Delivery Timeliness on Consumers' Purchase Decisions Using J&T Express Delivery Services Ciputat Branch, South Tangerang City

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Abstract

The purpose of this study is to determine the influence of promotion and delivery timeliness on consumer purchase decisions using J&T Express delivery services Ciputat Branch, South Tangerang City. The method used is quantitative. The sampling technique used the slovin formula/ancient rao formula and a sample of 99 respondents was obtained. Data analysis used validity test, reliability test, classical assumption test, regression analysis, correlation coefficient, determination coefficient and hypothesis test. The population in this study is consumers of J&T Express Ciputat Branch, South Tangerang City and the number of saturated samples amounted to 99 respondents. The method of data collection is through questionnaires with a *likert scale*, observation, and literature study. The results of this study are that promotion has a significant effect on purchasing decisions with a determination coefficient of 22.7% and uji hypotheses obtained by counting $t > t_{table}$ or $(5,335 > 1,985)$. The timeliness of delivery had a significant effect on the purchase decision with a determination coefficient of 36.6% and the hypothesis was obtained by calculating $t > t_{table}$ or $(7,481 > 1,985)$. Promotion and timeliness of delivery simultaneously had a significant effect on the purchase decision by obtaining a regression equation $Y = Y = 7.854 + 0.278X_1 + 0.488X_2$, the determination coefficient was 42.7% while the remaining 57.3% was influenced by other factors. The hypothesis test obtained the value of $F_{cal} > F_{table}$ or $(35.793 > 2.700)$.

Keywords: Promotions; Timeliness of Delivery; Purchase Decision.

INTRODUCTION

The development of *the online* trade business at this time encourages business people to strive to be able to distribute their products to consumers appropriately, so that it requires cooperation in distributing their goods, in this case shipping goods. Without this courier service, it is impossible for the trading business to continue to grow. Along with the development of the wider market, more and more companies need delivery services, so their marketing reach becomes wider.

A country's logistics performance is generally measured through the Logistics Performance Index (LPI). LPI is an instrument used to evaluate the efficiency and sustainability of a country's or region's logistics system. In terms of *ouctome*, logistics performance decreased in LPI 2023.

On a measurement basis that occurred in 2022 where the world economy has recovered from the pandemic, despite changes in new work patterns and increasingly strong competition.

Related to the delivery service industry, the Government through the Ministry of Transportation issued a Regulation of the Minister of Transportation Number: KM 5 of 2005 concerning the Implementation of Deposit Services. That in order to create a conducive investment climate, it requires the implementation of deposit services so that it can be implemented properly. Especially that the goods delivery service business must be able to deliver goods on time, report to the authorities if there is suspicious deposits, provide compensation according to the law if anything is damaged, maintain the safety of goods.

In the event of a violation as referred to in the explanation above, it will obviously have sanctions according to the provisions. With this regulation, it is clear that the role of delivery services is important in efforts to smooth distribution.

A service company is a company engaged in services where the service is basically intangible but can be felt for consumers. One of the service companies used by the public today is logistics services. Logistics services are services provided by the delivery service manager to the receiving party directly in accordance with certain quality standards. Some of the companies that provide logistics services in Indonesia today are state-owned and private companies. SOEs have Pos Indonesia while from the private sector there are TIKI, JNE, FedEx, DHL and J&T Express (Sihotang: 2020).

J&T Express is a freight forwarding service company that has spread throughout Indonesia. In its fourth year, J&T Express managed to deliver one million packages per day, outside of peak seasons. This is driven by the growth of *online* businesses in the country. And J&T Express has been awarded *the Top Brand* 201 with an index of 20.3 percent. This index is up from a similar appreciation last year which got 13.9 percent. J&T Express is only below JNE with an index of 45 percent last year (Merdeka.com). With the success that has been obtained, J&T Express has become one of the best delivery service companies in Indonesia.

The role of promotion in marketing is very important considering that promotion is seen as one of the reasons consumers make a purchase process or use a service. This can be because promotion is a form of marketing communication as an activity that tries to spread product

information, it can also influence potential buyers so that they can be interested in buying. Because there is usually product information that is interesting for potential buyers and prices that are cheaper than usual.

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Private and Irawan (2020:25) revealed that promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchange in marketing. Promotion is essentially a form of marketing communication that aims to drive demand. (Akbar et al, 2019:78). Promotion is one of the important variables in sales, where buyers can get benefits in the form of discounts and others on certain occasions.

There are several phenomena that occur at J&T Express Ciputat Branch, South Tangerang City, such as the aspect of promotional messages conveyed through advertisements that are not really right to the target. Then internally the vehicles used in delivery operations are insufficient so that the goods delivered are often late. Furthermore, in the aspect of speed of delivery officers in providing information to consumers, there is also a lack of *updates* so that they often wait for a long time, and many others. The following are the promotions carried out by J&T Express Ciputat Branch, South Tangerang City:

Table 1: J&T Express Ciputat Branch Promotion Data in South

Tangerang City for 2021-2025

Indicator	Promotions used	Year				
		2021	2022	2023	2024	2025
1. Promotional Messages	<i>Banner</i>	1021	2022	1033	1054	1075
	<i>Flyer</i>	15	13	16	10	0
	<i>Digital marketing</i>	12	10	8	7	7
	<i>Sticker</i>	15	6	6	5	0
2. Promotional Goals	Activities to the community	5	4	0	0	0
	Activities to the company	4	4	2	0	0
3. Promotional media	<i>Website</i>	there	there	there	there	there
	<i>Posted on Instagram</i>	there	there	there	there	there
	<i>Posted on Facebook</i>	there	there	there	there	there
	<i>TV/Radio</i>	there	None	there	None	None
	<i>Newspapers/Magazines</i>	4	0	0	0	0
4. Pr	Valid < 1	1	0	1	0	0

Indicator	Promotions used	Year				
		2021	2022	2023	2024	2025
Promotional moment	week	5		0		
	Valid > 1 week	15	12	12	0	0
	Eid moment	1	1	0	0	1
5. Promotional Frequency	<i>Offline store</i>	4	3	0	0	0
	<i>Booth/event</i>	6	0	6	0	0

Source: J&T Express Ciputat Branch, South Tangerang City, 2025.

The activities in the table above, there are several activities that are carried out and some that are not carried out, promotions carried out by J&T Express Ciputat Branch of South Tangerang City in the form of the use of print media such as *banners* and *stickers* and electronic media through *digital media* such as *Facebook* and *Instagram*. Promotional messages on *the banner* are only carried out at *large events* such as the *Eid sale* and *the end of year sale*, so that other types of promotions are not visible to the public who pass in front of the J&T Express Ciputat Branch of South Tangerang City.

Meanwhile, in promotional media, J&T Express Ciputat Branch, South Tangerang City still relies heavily on *digital media* as a wide dissemination of information about the products being promoted. The target market is also more inclined to digital media because they opened the J&T

Express Ciputat Branch in South Tangerang City only in 2021 when the *grand opening* and in *offline stores* which means that only people who come to the *outlet* can receive the promotional information, beyond that there are still many customers who do not know about it.

Even though this is the *digital era*, the reach of promotions also needs to be spread through *offline dissemination* such as opening *booths/events* so that the surrounding community is aware of the promotion of the product to be maximized. Direct or individual promotions are also an attraction that allows potential buyers to be interested because they are given some information about the products being offered.

There are several ways that J&T Express applies to influence consumers to decide to use the services offered by the company. By having *responsive customer service*, opening many branches is the company's way so that it makes it easier for consumers to choose a location that is close, has good *tracking* to make it easier for consumers to control their packages and the accuracy that is sought in accordance with the choice of service use to consumers.

Not only talking about services, logistics companies must also pay attention to the timeliness of the delivery of goods carried out, the delivery time is the period of time the customer orders the product until it can arrive in the hands of the consumer himself (Aminah et al, 2020). Because this is one of the crucial points for and affects customer satisfaction itself. Many consumers use trusted logistics services because they can provide maximum *service* in a timely delivery.

By trying to make deliveries on time, it is important for the company to maintain a good relationship with consumers considering that

disappointed consumers will usually not use the services offered by the company next time. If it is not in accordance with the estimate given or there is a delay in delivery, consumers will usually think twice about using the services of a company. There are several reasons underlying the decision to use existing logistics services, as in this statement, namely the fast delivery factor is the main reason for choosing courier services.

There is a phenomenon that occurs at J&T Express Ciputat Branch, South Tangerang City, related to the delivery of shipments that often do not arrive on time to the recipient. To obtain data related to on-time delivery that has been carried out at J&T Express Ciputat Branch, South Tangerang City, the author conducted a pre-survey activity with 30 consumers who obtained the following data description:

Table 2: Delivery Timeliness Data Based on the Results of a Survey of 30 J&T Express Consumers Ciputat Branch, South Tangerang City

Indicator	Statement	Consumer Responses			
		Agree		Disagree	
		People	%	People	%
1. Transportation used	J&T Express Ciputat Branch in South Tangerang City has an adequ	18	60,0%	12	40,0%

	ate fleet (trucks, cars, motor cycles).				
2. Estimated goods to the recipient	The delivery of goods carried out by J&T Express Ciput at Branch in South Tangerang City was carried out on time	14	46,7 %	16	53,3 %
3. Distance traveled	The J&T Express courier at the Ciput at Branch of South Tangerang City knows the ins and	17	56,7 %	13	43,3 %

	outs of the field terrain that is his duty area				
4. Time taken	J&T Express courier at the Ciput at Branch of South Tangerang City is always on time in delivering consumer packages	19	63,3 %	11	36,7 %
5. Goods safety	J&T Express Ciput at Branch, South Tangerang City is able to maintain the safety of the	21	70,0 %	9	30,0 %

	goods sent				
Average	18	59,3%	12	40,7%	

Source: Presurvey, 2025.

Based on the data in the table above, it shows that the real condition of after-sales service provided by employees and the company is currently still found to have several problems that should need to be handled immediately to be better.

For the indicator "Transportation used", this is related to whether the fleet owned is adequate or not (trucks, cars, motorcycles), 18 respondents or 60.0% of respondents agreed but as many as 12 respondents or 40.0% others gave unagreed responses.

For the indicator "Estimated goods to the recipient", this is related to the delivery of goods carried out by J&T Express Ciputat Branch, South Tangerang City, on time, 14 respondents or 46.7% of respondents agreed, but as many as 16 respondents or 53.3% gave unagreed responses.

Furthermore, for the indicator "Distance traveled", this is related to the J&T Express Courier of the Ciputat Branch of South Tangerang City knowing the ins and outs of the field terrain that is their area of duty, respondents who responded agreed with 17 people or 56.7% but as many as 13 respondents or 43.3% gave a disagreed response.

Then for the indicator "Time taken", this is related to the J&T Express Courier Ciputat Branch of South Tangerang City always being on time in delivering consumer packages, respondents who responded agreed with 19 people or 63.3% but as many as 11 respondents or 36.7% gave a disagreed response.

Then for the "Goods safety" indicator, this is related to J&T Express Ciputat Branch of South Tangerang

City being able to maintain the security of the goods sent, respondents who responded agreed with 21 people or 70.0% but as many as 9 respondents or 30.0% others gave a disagreed response.

Promotion and good service quality can improve consumers' decision to buy or use the services offered. Consumers who with certain considerations will have a high level of decision on the products or services offered. The real decision will not be able to be formed if consumers do not or have not done the purchase process first. Consumer decisions are seen as a deeply held commitment to buy or support a preferred product or service in the future despite the influence of the situation and marketing efforts that cause consumers to switch. The following is a data table of the number of J&T Express package deliveries at the Ciputat Branch of South Tangerang City from 2021-2025.

Table 3: Data on the Number of Package Shipments for the Period 2021-2025

Year	Delivery Target (Package)	Delivery Realization (Package)	Percentage (%)	Remarks
2021	13.110	11.638	88,8%	Not reached
2022	13.143	11.615	88,4%	Not reached
2023	13.176	11.570	87,8%	Not reached
2024	13.209	11.865	89,8%	Not reached
2025	13.242	10.880	82,2%	Not reached



Source: J&T Express Ciputat Branch, South Tangerang City, 2025

Based on the table above, it shows that from 2021-2025 J&T Express Ciputat Branch of South Tangerang City has not been able to reach the target number of package deliveries every year. Where in 2021 J&T Express Ciputat Branch in South Tangerang City from 100% of the set target only reached 88.8%. Then in 2022 it experienced a decline of only 88.4%. Then in 2023, the number of deliveries at J&T Express Ciputat Branch, South Tangerang City again decreased to only 87.8%. Furthermore, in 2024 it will increase slightly from the previous year which was able to be achieved by 89.8%, and in 2025 it will also decrease again to only reach 82.2%. Although J&T Express Ciputat Branch in South Tangerang City has experienced an increase in package delivery in the last four years, J&T Express Ciputat Branch in South Tangerang City has not been able to achieve the target that has been set. This is a challenge for J&T Express Ciputat Branch, South Tangerang City, how to win the competition and achieve the targets set by the company.

In addition to the decrease in the number of delivery packages, there is also an interesting phenomenon where with the decrease in the number of consumers who use delivery services, it turns out that based on empirical data the number of consumers who make deliveries (using J&T Express services Ciputat Branch of South Tangerang City) has also decreased, this can be seen from the following data:

Table 4: Data on the Number of Consumers of J&T Express Ciputat Branch, South Tangerang City Year 2021-2025

Year	Number of Consumers		Percentage	Remarks
	Target	Realization		
2021	12000	10920	89.7%	Not reached
2022	12000	10545	86.2%	Not reached
2023	12000	10562	85.9%	Not reached
2024	12000	10986	89.8%	Not reached
2025	12000	9800	82.2%	Not reached

2021	12000	10920	89.7%	Not reached
2022	12000	10545	86.2%	Not reached
2023	12000	10562	85.9%	Not reached
2024	12000	10986	89.8%	Not reached
2025	12000	9800	82.2%	Not reached

Source: J&T Express Ciputat Branch, South Tangerang City, 2025.

Based on the data in the table above, it shows that the number of consumers during 2021-2025 experienced a fluctuating development with a downward trend.

In 2021, the number of consumers reached 10,920 consumers or only reached 89.7% of the set target. Furthermore, in 2022, the number of consumers decreased from the previous year which only reached 10,545 consumers or 86.2%. Then in 2023, the number of consumers will again decrease to only reach 10,562 consumers or 85.9%. Furthermore, in 2024, the number of consumers will increase slightly to reach 10,986 consumers or 88.9%. However, in 2025



the number of consumers will decrease again, reaching only 10,224 consumers or 82.3%.

Business growth has an impact on the increasing need for shipping goods. All consumers need fast and safe delivery of goods to ensure that the goods delivered arrive on time and in good condition. Companies that provide quality and quality services, which can meet the level of consumer interest will be able to survive better because they create superior value to their competitors. One of the service industries that can implement this is the logistics service industry or freight forwarding.

By understanding what consumers want from the services provided, it will provide added value for the company. The services provided depend on the performance of the employees employed for each individual service provider. Each company has several services consisting of costs, requirements, procedures, and time so that employees maximize service for consumers. All of this needs to be taken by the company to achieve optimal results so that the company can continue to grow and develop in accordance with the demands of the competition. To be able to provide satisfaction to consumers, companies are required to be able to compete with other companies. In competition with other delivery service companies.

Regarding the phenomenon of a decrease in the number of deliveries that are less able to achieve the expected target as explained above, the author suspects that it is due to less than optimal promotion.

Based on the above background related to the connection between promotion and consumer purchase decision, good promotion has a positive and significant influence on consumer purchase decisions, where effective promotion can influence and encourage

consumers to buy products or services. Promotions serve to inform, persuade, and remind consumers, which can ultimately influence their purchasing decisions, and even encourage repurchases.

Similarly, the timeliness of delivery is closely related to consumers' purchasing decisions because timely delivery increases consumer satisfaction and influences their interest in purchasing products in the future. Consumers appreciate orders that arrive on a promised schedule, so this is an important factor in loyalty and the decision to make another purchase.

Regarding promotion, previous research conducted by Intan Sari Budiharjo, Hadijah Febriana (2020), Retno Wulansari (2019), Munarsih (2020) and Sukma Hadi, Ishlah Ramadhanti (2022) although the research objects carried out were different, all of them resulted in the conclusion that partially promotion had a positive and significant effect on consumer purchase decisions. However, the results of the research conducted by Kespandiar, T., Fajariah, F., Wakhidah, E. N., Herawati, H., & Jodi, I. W. G. A. S. (2025) found inconsistencies where the findings were that promotion did not have a significant effect on consumer purchasing decisions.

Regarding the timeliness of delivery, previous research conducted by Muhammad Haikal Aliftian Nantigiri, Sri Handayani, Veronica Veronica (2021), Seka Deviana, Faizal Satria Desitama (2023) and Wawan Setiawan, Muhajirin (2023) although the object of the research was carried out was different, all of them resulted in the conclusion that the timeliness of delivery was partially has a positive and significant effect on consumer purchase decisions. However, the results of research conducted by Diansyah Diansyah, Imam Suryono, Muhammad

Indra Laksamana (2023) found inconsistencies where the findings were that the timeliness of delivery did not have a significant effect on consumer purchase decisions.

Simultaneous research between promotion variables and delivery timeliness has an effect on consumer purchase decisions was conducted by Theresia Febronia Mbupu (2024), Turmono, Ahmad Fairus (2019), Marwazi Adlani (2022), Cornelia DUmarya Manik (2020) and Senen (2024) although the research objects were carried out differently, they all came to the conclusion that simultaneously promotion and timeliness of delivery has a positive and significant effect on consumer purchase decisions. However, the results of the research conducted by Yustika Elyza (2023) show that there are inconsistencies where the findings are that simultaneous promotion and punctuality of delivery do not have a significant effect on consumer purchase decisions.

Method

This type of research is quantitative, according to Sugiyono (2020:8) argues that "quantitative research is a research method based on the philosophy of positivism, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim of testing predetermined hypotheses". This study is an empirical study that aims to examine the influence between promotional variables and delivery timeliness on consumer purchase decisions using J&T Express delivery services Ciputat Branch, South Tangerang City. The population and sample in this study amounted to 99 respondents, data collection using primary data by distributing questionnaires to respondents. The data analysis carried

out includes: data instrument tests (validity and reliability), classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression tests, determination tests and hypothesis tests (t tests and F tests).

RESULTS OF RESEARCH AND DISCUSSION

Research Results

Validity Test

The validity test is used to determine whether the questionnaire is said to be valid or not. In this validity test, the researcher used SPSS version 26 with the following criteria:

- a. If the calculated value > the table, then the statement item is said to be valid.
- b. If the rcalculated value < rtable, then the statement item is said to be invalid.

The following are the results of the calculation of the validity test of each variable used by the researcher in this study, namely promotion variables, delivery timeliness and purchase decisions with the following details:

Promotion Variable Validity Testing (X1)

Based on the results of the validity test, the following results were obtained:

Table 5: Testing the Validity of Promotional Statement Instruments (X1)

Statement No	r count	r Table	Remarks
KX1-1	0,461	0,198	Valid
KX1-2	0,456	0,198	Valid
KX1-3	0,410	0,198	Valid
KX1-4	0,364	0,198	Valid
KX1-5	0,580	0,198	Valid
KX1-6	0,541	0,198	Valid
KX1-7	0,516	0,198	Valid
KX1-8	0,479	0,198	Valid
KX1-9	0,581	0,198	Valid

Statement No	r count	r Table	Remarks
KX1-10	0,398	0,198	Valid

Source: *Data Processing, 2026.*

Based on the table above, if $r_{counts} > r_{table}$, it is declared valid and vice versa, if $r_{counts} < r_{table}$, it is declared invalid. In this study, the number of samples (n) to be tested was 99 respondents with a bidirectional significance level of 0.050 with the provision $df = n - 2$, then $df = 99 - 2 = 97$, then the r table was obtained as 0.198. From the table above, the statement on the promotion variable can be said to be valid because all statements have a calculated r value of > 0.198 .

Validity Testing of Delivery Timeliness Variables (X₂)

Based on the results of the validity test, the following results were obtained:

Table 6: Testing the Validity of the Delivery Punctuality Statement Instrument (X₂)

Statement No	r count	r Table	Remarks
KX2-1	0,508	0,198	Valid
KX2-2	0,580	0,198	Valid
KX2-3	0,606	0,198	Valid
KX2-4	0,554	0,198	Valid
KX2-5	0,555	0,198	Valid
KX2-6	0,347	0,198	Valid
KX2-7	0,378	0,198	Valid
KX2-8	0,409	0,198	Valid
KX2-9	0,483	0,198	Valid
KX2-10	0,264	0,198	Valid

Source: *Data Processing, 2026.*

Based on the table above, it is known that all statements on the delivery timeliness variable are declared valid, it is proven by the value of $r_{calculated} > r_{of\ the\ table}$, $(n - 2) = 99 - 2 = 97$ which is 0.198. Thus, the data is

suitable to be forwarded as research data.

Validity Testing of Purchase Decision Variables (Y)

Based on the results of the validity test, the following results were obtained:

Table 7: Testing the Validity of the Purchase Decision Statement Instrument (Y)

Statement No	r count	r Table	Remarks
KY-1	0,425	0,198	Valid
KY-2	0,461	0,198	Valid
KY-3	0,440	0,198	Valid
KY-4	0,378	0,198	Valid
KY-5	0,679	0,198	Valid
KY-6	0,458	0,198	Valid
KY-7	0,421	0,198	Valid
KY-8	0,608	0,198	Valid
KY-9	0,500	0,198	Valid
KY-10	0,408	0,198	Valid

Source: *Data Processing, 2026.*

Based on the table above, it is known that all statements in the purchase decision variable are declared valid, this is evidenced by the value of $r_{calculated} > r_{of\ the\ table}$, $(n - 2) = 99 - 2 = 97$ which is 0.198. Thus, the data is suitable to be forwarded as research data.

Reliability Test

Reliability is an index that shows how reliable an instrument is. In this test, it was carried out by comparing the *Cronbach alpha value* obtained with the critical standard of 0.600 with the provision that it is said to be reliable if $>$ from 0.600, and said to be unreliable if it is $<$ from 0.600. The following is a table of instrument reliability results:

Promotional Variable Reliability Test (X₁)

Based on the results of the reliability test, the following results were obtained:

Table 8: Promotional Variable Reliability Test (X₁)

Reliability Statistics	
Cronbach's Alpha	N of Items
.623	10

Source: SPSS 26 data processing

From the table above, it can be seen that the promotion variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is $0.623 > 0.600$.

Reliability Test of Delivery Punctuality Variable (X₂)

Table 9: Reliability Test of Delivery Timeliness Variable (X₂)

Reliability Statistics	
Cronbach's Alpha	N of Items
.615	10

Source: SPSS 26 data processing

From the table above, it can be seen that the delivery timeliness variable is said to be reliable, because the test obtained a *cronbach alpha* value greater than 0.600, which is $0.615 > 0.600$.

Reliability Test of Purchase Decision Variables (Y)

Table 10: Reliability Test of Purchase Decision Variables (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.624	10

Source: SPSS 26 data processing

From the table above, it can be seen that the purchase decision variable is said to be reliable, because the test obtained a *Cronbach alpha* value greater than 0.600, which is $0.624 > 0.600$.

Classic Assumption Test

This classical assumption test

consists of a normality test, a heteroscedasticity test, and a multicollinearity test. The tool used to process the data is using the SPSS 26 program.

Normality Test

The normality test is carried out to find out whether the data population is normally distributed or not, the normality test is carried out by 2 (two) methods, namely: 1) Kolmogorov-Smirnov with the provision that if the significance value is > 0.05 , the data is declared normal. 2) A graph with the provision that the data distribution points are said to be normal if the data or scattered points are around the diagonal line and follow the direction of the diagonal line, on the other hand, the data is said to be not normally distributed if the data spreads far from the direction of the line or does not follow the diagonal line. The test results are as follows:

Table 11: Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		99
Normal Parameters ^a	Red	.0000000
	Std. Deviation ^b	3.56092623
Most Extreme Differences	Absolute	.077
	Positive	.033
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.170c

a. Test distribution is Normal.

b. Calculated from data.

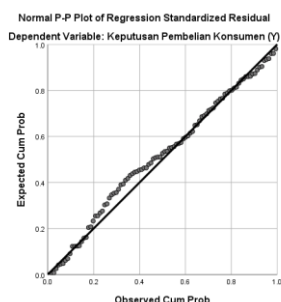
c. Lilliefors Significance Correction.

Source: Data Processing, 2026.

From the table above, a significant value (2-tailed) of 0.170 can be obtained. Because the significance is more than 0.050 or ($0.170 > 0.050$), it

is concluded that the data is normally distributed.

Furthermore, the normality test is also carried out using a *Probability Plot* (P-P Plot) graph which in principle normality can be detected by looking at the pattern of data distribution (points) on the diagonal axis of the graph or by looking at the histogram and its residuals or in other words following the direction of the diagonal line. The test results are as follows:



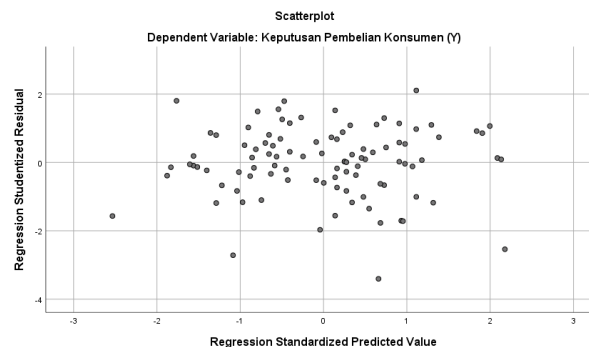
Source: Data Processing, 2026.

Figure 1: P-Plot of Normality Test

From the graph above, it can be seen that the dots are spread around the line and follow the direction of the diagonal line, so it can be concluded that the residual data of the promotional variable (X_1), the timeliness of delivery (X_2) and the purchase decision (Y) studied are normally distributed data.

Heteroscedasticity Test

The heteroscedasticity test is to find out whether or not there is variance from the residual variance for all observations in the regression model. In this study, the heteroscedasticity test can be seen in the *scatterplot* graph as follows:



Source: Data Processing, 2026.

Figure 2: Scatter Plot Graph of Heteroscedasticity Test Results

In the *scatter plot image*, it can be seen that the dots are scattered randomly and irregularly, so it can be concluded that there is no heteroscedasticity in this regression model.

Hypothesis Test

T test (Partial test)

To find out the effect between promotion (X_1) and delivery timeliness (X_2) on purchase decisions (Y) can be done with a t-test (partial test). The provisions are as follows:

- 1) If the $t_{count} > t_{table}$ means that H_0 is rejected and H_a is accepted (there is an influence).
- 2) If the $t_{count} < t_{table}$ means that H_0 is accepted and H_a is rejected (no effect)

Partial Hypothesis Test for Promotional Variables (X_1)

The hypotheses that will be tested in this section are:

H_{01} : There was no significant influence between promotions on purchase decisions Consumers use delivery services J&T Express Ciputat Branch, South Tangerang City.

H_{a1} : There is a significant influence between promotions on purchasing decisions Consumers use delivery services J&T Express Ciputat Branch, South Tangerang City.

The results of data processing using the

SPSS Version 26 program, with the following results:

Table 12: Partial Hypothesis Test Results Between Promotion (X1) And Purchase Decision (Y) Coefficient

Models	Unstandar dized Coefficien ts		Standar dized Coeffici ents		Si g.
	B	or Std. Err	Beta	t	
1 (Const ant)	17.1 41	3.0 26		5.6 64	.0 0
Promo tions (X1)	.487	.091	.476	5.3 35	.0 0

a. Dependent Variable: Consumer Purchase Decision (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{\text{calculated}} > t_{\text{of the table}}$ or $(5.335 > 1.985)$ was obtained, this was also strengthened by a significance value of < 0.05 or $(0.000 < 0.05)$. Thus, H_{01} was rejected and H_{a1} was accepted, this shows that there is a significant influence between promotions on the purchase decision of J&T Express Ciputat Branch, South Tangerang City.

Partial Hypothesis Test for Delivery Punctuality Variable (X2)

The hypotheses that will be tested in this section are:

H_{02} : There was no significant influence between the timeliness of delivery on the purchase decision Consumers use delivery services J&T Express Ciputat Branch, South Tangerang City.

H_{a2} : There is a significant influence between the timeliness of delivery and the purchase decision Consumers use delivery services J&T Express Ciputat Branch, South Tangerang City.

The results of data processing using the SPSS Version 26 program, with the following results:

Table 13: Partial Hypothesis Test Results Between Delivery Timeliness (X2) and Purchase Decision (Y) Coefficient

Models	Unstandar dized Coefficien ts		Standar dized Coeffici ents		Si g.
	B	or Std. Err	Beta	t	
1 (Const ant)	13.2 87	2.6 80		4.9 58	.0 0
Delive ry Timeli ness (X2)	.60 0	.08 0	.605	7.4 81	.0 0

a. Dependent Variable: Consumer Purchase Decision (Y)

Source: Data Processing, 2026.

Based on the test results in the table above, the value of $t_{\text{calculated}} > t_{\text{of the table}}$ or $(7.481 > 1.985)$, this is also strengthened by a significance value of < 0.05 or $(0.000 < 0.05)$. Thus, H_{02} was rejected and H_{a2} was accepted, this shows that there is a significant influence between the timeliness of delivery on consumer purchase decisions using J&T Express delivery services Ciputat Branch, South Tangerang City.

Simultaneous Test (F Test)

Statistical F testing is a test of together all its independent variables (promotion and delivery punctuality) against its dependent variables (purchase decisions). The statistical calculation of F from ANOVA is carried out by comparing the crisis values obtained from the F distribution table at a certain significant level. The

hypothesis formulation made is as follows:

Ho3: There is no significant influence between promotion and simultaneous delivery timeliness on purchase decisions Consumers use delivery services J&T Express Ciputat Branch, South Tangerang City.

Ha3: There is a significant influence between promotion and the timeliness of simultaneous delivery on purchase decisions Consumers use delivery services J&T Express Ciputat Branch, South Tangerang City.

As a comparison to see the significant effect, a significant level of 5% (0.05) is used and compares the $F_{\text{calculation}}$ with the F_{table} with the following criteria:

- 1) If $F_{\text{calcul}} < F_{\text{table}}$ means H_0 is accepted and H_a is rejected
- 2) If $F_{\text{calcul}} > F_{\text{table}}$ means H_0 is rejected and H_a is accepted

The formula for finding the F value of the table is:

$$(df = k-1) = df_1 = 3-1 = 2 \text{ and } (df_2 = n - k) = 99 - 3 = 96$$

So with a significance of 5% or 0.05, $F_{\text{of the table of 96}} = 2.700$ of the statistical table is obtained. Here are the results of the ANOVA test or the F test:

Table 14: Results of simultaneous tests (F test) between promotion (x1) and delivery timeliness (x2) on purchase decision (y)

Models	NEW ERA		F	Sig.
	Sum of Squares	Mean Square		
1 Regresion	926.634	2463.317	35.793	.000
Residual	1242.659	12.946		
Total	2169.293	9.88		

a. Dependent Variable: Consumer Purchase Decision (Y)

b. Predictors: (Constant), Delivery Timeliness (X2), Promotions (X1)

Source: Data Processing, 2026.

Based on the test results in the ANOVA table above, the value of $F_{\text{was obtained calculated}} > F_{\text{table}}$ or $(35.793 > 2.700)$ and strengthened with a significance of < 0.05 or $(0.000 < 0.05)$. So it can be concluded that promotion and delivery timeliness together have a significant effect on consumers' purchase decisions using J&T Express delivery services Ciputat Branch, South Tangerang City.

Discussion

After the findings in this case are known, it is then analyzed how well the data presents the results of the research raised, especially the ability to explain how good the promotion and timeliness of delivery are to the purchase decision. Furthermore, the results of this study will be discussed as follows:

Influence of Promotion (X1) on Purchase Decision (Y)

Based on the results of the analysis, the promotional research variable had a significant effect on the purchase decision as evidenced by the results of the $t_{\text{-count}}$ test = 5.335 while $t_{\text{table}} = 1.985$ ($t_{\text{cal}} > t_{\text{table}}$) with a significant level of $0.000 < 0.05$, then H_0 was rejected and H_{a1} was accepted.

This research is in line with the research that has been conducted by Intan Sari Budiharjo, Hadijah Febriana (2020). The Influence of E-Payment Promotion on the Decision of Online Transportation Application Users. In his research, it was concluded that promotion had an effect on purchase decisions with an influence contribution of 56.9%, Hypothesis test was obtained sig. $0.000 < 0.05$.

The Effect of Delivery Timeliness (X2) on Purchase Decisions (Y)

Based on the results of the analysis, the delivery timeliness variable has a significant effect on the purchase decision as evidenced by the results of the tcount test = 7.481 while $t_{table} = 1.985$ ($t_{cal} > t_{table}$) with a significant level of $0.000 < 0.05$, then H_{02} is rejected and H_{a2} is accepted.

This research is in line with research that has been conducted by Muhammad Haikal Aliftian Nantigiri, Sri Handayani, Veronica Veronica (2021). The Influence of *Brand Image*, Price and Delivery Timeliness on Purchase Decisions at J&T Express Bekasi Branch Delivery Services. In the study, it was concluded that *brand image*, price and delivery timeliness were partially affected by each variable having a significant effect on the purchase decision with a regression equation of $Y = 8.397 + 0.0275X_1 + 0.104X_2 + 0.606X_3$ and a hypothesis test obtained a significance of $0.000 < 0.05$.

Simultaneous effect of promotion (x1) and delivery timeliness (x2) on purchase decisions (y)

Based on the results of the Anova test, the value of $F_{cal} > F_{table}$ or ($35.793 > 2.700$) was obtained and also strengthened with a significant value of < 0.05 or ($0.000 < 0.05$), then H_{03} was rejected and H_{a3} was accepted. So it can be concluded that promotion and delivery timeliness together have a significant effect on consumers' purchase decisions using J&T Express delivery services Ciputat Branch, South Tangerang City.

This research is in line with research that has been conducted by Theresia Febronia Mbupu (2024). The Effect of Promotion and Delivery Timeliness on the Purchase Decision of JNE Maumere Service Users. In his research, it resulted in the conclusion

that the promotion and timeliness of delivery simultaneously had a significant effect on the purchase decision of the hypothesis test obtained sig. $0.000 < 0.05$.

Conclusion

Based on the results of the description in each previous chapter, and from the results of the analysis and discussion of the influence of promotion (X_1) and delivery timeliness (X_2) on the purchase decision (Y), it is as follows:

1. Partially promotions have a significant effect on purchasing decisions, this is evidenced by the results of the hypothesis test obtained by t_{count} of $> t_{table}$ ($5.335 > 1.985$) and also strengthened by a significance of $0.000 < 0.05$. So H_{a1} was accepted. Thus, it can be concluded that promotional variables have a significant effect on consumers' purchasing decisions using J&T Express delivery services Ciputat Branch, South Tangerang City.
2. Partially, the timeliness of delivery has a significant effect on the purchase decision, this is evidenced by the results of the hypothesis test obtained by t_{count} of $> t_{table}$ ($7.481 > 1.985$) and also strengthened by a significance of $0.000 < 0.05$. So H_{a2} was accepted. Thus, it can be concluded that the delivery timeliness variable has a significant effect on consumers' purchase decisions using J&T Express delivery services Ciputat Branch, South Tangerang City.
3. Promotion and timeliness of simultaneous delivery have a significant effect on purchasing decisions, this is evidenced by the results of the hypothesis test obtained $F_{count} > F_{table}$ or ($35,793 > 2,700$) and also strengthened by a significance of $0.000 < 0.05$. Hence

Ha₃ is accepted. Thus, it can be concluded that the variables of promotion and delivery timeliness simultaneously have a significant effect on consumers' purchase decisions using J&T Express delivery services Ciputat Branch, South Tangerang City.

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