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**Analyzing The Relationship Between Delivery Speed and
Customer Satisfaction in the Transportation Sector**

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Abstract

In the current competitive and rapidly changing market, customers' expectations for speed of delivery have increased tremendously, particularly in the transport industry. This research seeks to examine the association between speed of delivery and customer satisfaction, indicating how increased speed of delivery affects consumer attitudes and loyalty. A systematic questionnaire was given to transport service consumers, and statistical methods like correlation and regression analysis were utilized to analyse the data. The results indicate that speed of delivery is a pivotal element that improves customer satisfaction; however, this has to be supported by the reliability of services and communication efficacy in order to attain optimum satisfaction. The research also pinpoints operational expenses and logistical challenges that businesses encounter during the enhancement of delivery times. From the results, optimization guidelines for improving the delivery process without sacrificing service are given.

This study provides useful findings for transportation firms seeking to improve customer experience and enhance their competitive edge.

Keywords: Delivery Speed, Customer Satisfaction, Transportation Sector, Service Quality, Logistics Efficiency, Customer Loyalty, Operational Challenges

I.INTRODUCTION

In the current age of globalization and digitalization, the transport sector has emerged as a vital pillar upholding commerce, trade, and day-to-day activities. Growing dependence on transport services, be it for cargo or passengers, has raised customers' expectations, especially with regard to delivery speed. Today's customers expect not only timely deliveries but also reliability, transparency, and efficiency throughout the service delivery process. Among different parameters of service, speed of delivery has become the prime driver of customer satisfaction. This has stimulated the companies dealing in transportation businesses to invest heavily and innovate continuously to streamline their delivery systems and cope with intensifying customer pressures. Delivery speed means the length of time the delivery service organization takes to serve an order made by a customer from the stage of request through to the actual delivery. It is not just about speed; it involves the capability to deliver within timelines committed, with reliability and accuracy. With the constant growth of e-commerce, on-demand services, and international trade, customers have acquired a low tolerance for tardiness and uncertainty. Consequently, transport organizations are under pressure to move faster without compromising the quality and safety of their services. Customer satisfaction, however, refers to the extent to which products and services live up to or surpass customer expectations. In the transportation industry, it is determined by several dimensions, including price, communication, service reliability, customer care, and above all, speed of delivery. Satisfaction levels result in repeat business, word-of-mouth communication, brand loyalty, and competitive edge. On the other hand, customer dissatisfaction resulting from delays or failure to deliver as promised can result in loss of customers,

Background of the Study

The study shows a strong and positive impact of Delivery Speed on Customer Satisfaction for CV Konita Agro Putra products, proving that quicker delivery increases customer satisfaction in the transportation industry. (Salam et al., 2024) The paper indicates that delivery speed significantly affects customer satisfaction. Although focused on a mineral water distributor, the findings suggest that improving delivery speed can enhance customer satisfaction, which is applicable to the transportation sector as well. (Bramasta & Ikram, 2023) The article

reiterates that promptness of delivery plays an important role in satisfying customers in terminal delivery of perishable products and points out that optimizing speed of delivery together with product freshness would help in achieving higher customer satisfaction overall in the transport industry. (Wang et al., 2017)

The paper does not specifically analyze the relationship between delivery speed and customer satisfaction in the transportation sector. It focuses on customer satisfaction in In Drive Transportation services, indicating that other factors may influence satisfaction levels beyond those analyzed. (Chandra et al., 2024) (Daulay, 2022) The study identifies speed as a key dimension of service quality in public transport, influencing customer satisfaction. It emphasizes that understanding delivery speed's impact on satisfaction is crucial for tailoring services to meet customer needs effectively. (Fonseca et al., 2010) The paper does not specifically analyze the relationship between delivery speed and customer satisfaction in the transportation sector.

Research Question

1. What is the impact of delivery speed on overall customer satisfaction in the transportation sector?
2. To what extent does faster delivery influence customer loyalty and repeat usage of transportation services?
3. What are the challenges transportation companies face in improving delivery speed without compromising service quality?
4. How do customer expectations regarding delivery speed vary across different types of transportation services (e.g., freight, courier, passenger transport)?

Objectives

- The impact of delivery speed on overall customer satisfaction in the transportation sector.
- Faster delivery influence customer loyalty and repeat usage of transportation services.
- The challenges transportation companies face in improving delivery speed without compromising service quality.
- Customer expectations regarding delivery speed vary across different types of transportation services.

Methodology

This research takes a quantitative research strategy, making use of questionnaires in order to gather primary data from 100 customers who have utilized transportation services. A standardized questionnaire will be constructed in order to estimate levels of customer satisfaction and delivery speed perceptions. Descriptive statistics will be utilized in analyzing the data, whereas correlation and regression analyses will be utilized in determining the relationship between delivery speed and customer satisfaction. Secondary data, such as industry reports and case studies, will complement the findings. The study will also consider factors like service reliability and communication that may influence satisfaction alongside delivery speed.

The impact of delivery speed on overall customer satisfaction in the transportation sector.

The research indicates a significant and positive influence of Delivery Speed on Customer Satisfaction for products from CV Konita Agro Putra, highlighting its importance in enhancing overall customer satisfaction within the transportation sector. (Salam et al., 2024)The indicates that delivery speed significantly affects customer satisfaction. Although focused on a mineral water distributor, the findings suggest that enhancing delivery speed can improve overall customer satisfaction in various sectors, including transportation. (Bramasta&Ikram, 2023)The study highlights that timeliness in last-mile delivery significantly influences customer satisfaction. Efficient delivery operations, including speed, are crucial for meeting customer expectations and fostering loyalty in the competitive e-commerce landscape, ultimately enhancing overall customer satisfaction.

Faster delivery influence customer loyalty and repeat usage of transportation services.

The research indicates that service delivery, particularly service reliability, significantly influences customer satisfaction and loyalty. However, the study does not specifically address faster delivery as a distinct factor affecting customer loyalty in online transportation services. (Prihartono et al., 2023)The paper does not specifically address faster delivery as a factor influencing customer loyalty and repeat usage of transportation services. It focuses on customer relationship management and satisfaction as key elements affecting customer loyalty in online cab transportation services.

The challenges transportation companies face in improving delivery speed without compromising service quality.

Transportation companies face challenges in synchronizing delivery schedules, managing delays, and ensuring effective communication between suppliers and consumers. Implementing service-oriented architecture can enhance interoperability and provide accurate forecasts, ultimately improving delivery speed while maintaining service quality. (Álvarez-García et al., 2008) Transportation companies face challenges such as delays in delivery, breakdowns, and operational inefficiencies. The integrated Lean tools model proposed in the study addresses these issues, reducing delivery delays from 10.53% to 5.36% while enhancing service quality and operational performance. (Peralta et al., 2023)

Customer expectations regarding delivery speed vary across different types of transportation services.

The paper does not specifically address customer expectations regarding delivery speed across different types of transportation services. It focuses on the influence of delivery speed, accuracy, and costs on customer satisfaction for products from CV Konita Agro Putra. (Salam et al., 2024) The paper does not specifically address customer expectations regarding delivery speed across different types of transportation services. It focuses on Greek consumers' preferences for last-mile delivery options, including challenges faced and factors influencing their delivery decisions. (Filiopoulou et al., 2022). The paper does not specifically address customer expectations regarding delivery speed across different types of transportation services. It focuses on customer preferences for delivery attributes in attended home delivery, particularly in the grocery sector

Discussion

Firms need to ensure that increased speed is sustainable, affordable, and balanced against other dimensions of service quality. Technology investment, flexible services, and open communication can greatly enhance the benefits of quicker deliveries. By grasping the intricate interplay among speed, satisfaction, and other drivers, transport businesses can create superior services that amaze customers, foster loyalty, and gain sustainable competitive advantage.

Main Findings

One of the most significant findings of this research was the clear positive correlation between delivery speed and customer satisfaction. The survey responses indicated that customers who experienced faster delivery services were

more likely to report higher satisfaction levels. Fast delivery contributed to the perception that the transportation company was efficient, trustworthy, and customer-centric. Interestingly, customers rated speed as one of the top three service attributes they valued, alongside reliability and customer communication. Statistical analysis, specifically correlation tests, showed that there was a strong positive relationship between the two variables. This finding emphasizes the importance for transportation companies to prioritize efficient and timely service delivery if they aim to enhance customer satisfaction.

Suggestions

Balance Speed of Delivery and Service Quality although delivery speed is a crucial driver of customer satisfaction, it must not come at the expense of service quality. Businesses must balance speed and other considerations, including package protection, employee professionalism, and customer service responsiveness.

Transportation companies must ensure that quicker delivery does not affect the proper care of goods, politeness of delivery personnel, or communication. A comprehensive service improvement plan that balances speed with quality service will have a longer and more profound effect on customer satisfaction. Make Realistic and Deliverable Delivery Commitments: One of the key findings of the research was the significance customers attach to the delivery of promised delivery times.

Future Implications of the Study

1. More Emphasis on Customized Delivery Experience: Transportation businesses in the future will be compelled to look beyond a generic delivery approach. Shoppers are increasingly looking for customized services that match their own unique considerations of speed, price, environmental footprint, and ease of use. This research suggests that businesses will be compelled to create systems whereby shoppers can choose customized delivery options based on their personal needs at the moment of purchase.

2. Growth of Predictive and Real-Time Technologies: The research underscores the pivotal position of communication and transparency in increasing customer satisfaction with delivery speed. Predictive analytics and real-time data technologies will play an even bigger role in the future. More and more companies will use machine learning models to forecast delivery times correctly, anticipate bottlenecks ahead of time, and automate logistics planning. Real-time tracking, proactive delay alerts, and AI-driven customer service chatbots will become mainstream.

Companies that make investments in these technologies will be in a better position to proactively manage customer expectations and retain high satisfaction levels, even during unexpected situations.

3. More Research into Emotional Drivers of Delivery Satisfaction: Although this research is primarily concerned with the operational side of delivery speed, future scholarly work can delve into the emotional reactions of customers towards various delivery experiences. Future research can investigate questions like:

4. Rise of Sustainable Delivery Speed Models Another central implication is the increasingly urgent need to marry speed with sustainability. While customer decision-making will increasingly reflect environmental concerns, transport companies must be creative and deliver "green" options while avoiding slowing up too much. Business models in the future will have to weigh delivery velocity against environmentally conscious logistics, such as: Exploration of customer willingness to accept slightly slower deliveries in return for environmental benefits can help guide how firms design their service offerings.

5. Autonomous Delivery Systems Technology advances in autonomous vehicles and drones represent key future opportunities directly related to the output of this study. The need for faster, more consistent deliveries will propel the uptake of the technologies have the potential to radically shorten delivery time, maximize profits, and limit human error to create a transport company revolution to deliver high satisfaction to customers.

II. CONCLUSION

The transport industry today is operating in an environment where customer needs are greater than ever. Among the key determinants of customer satisfaction is speed of delivery. This research has extensively examined the correlation between customer satisfaction and delivery speed, revealing useful insights on how transport operators can improve their service delivery to better serve customer needs. Throughout the study, it has been evidently proved that there exists a strong positive relationship between faster delivery services and greater levels of customer satisfaction. The customers appreciate not only timely delivery of their products but also the predictability, transparency, and consistency in the delivery process. As competition among transportation and logistics companies increases, those that focus on optimizing their delivery speed without compromising service quality are most likely to keep their customers, establish brand loyalty, and ensure long-term profitability. The results of the present study validate that delivery speed is no longer perceived as a luxury or an additional service attribute. Rather, it has turned into a standard expectation.

Consumers within various segments — either B2B or B2C — view speed as an indicator of the company's efficiency, trustworthiness, and consideration of their time. Firms not living up to these standards put not only the individual customers' business at stake but also wider reputational risks in an increasingly review-and-social-media-driven market place. In summary, this research reaffirms the vital role of delivery speed in determining customer satisfaction in the transport industry. It offers a basis for transport firms to rethink their logistics approaches, invest in technological advancements, and develop customer-focused delivery models that emphasize both speed and quality. Although the challenges in the future are formidable, so are the opportunities. Firms that are best able to deal with the intricacies of current customer demands, technological upheaval, and sustainable growth will not only thrive but also guide the next decade of transportation excellence.

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