

Research Article

The Effect of Delivery Timeliness, *E-WOM*, and Trust on Consumer Satisfaction of *E-Commerce* Users Bibli.com

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Abstract: Increasing competition in the e-commerce industry requires companies to continuously improve the quality of service in order to achieve and maintain customer satisfaction. Customer satisfaction is an important indicator of an organization's success, as it directly affects customer loyalty and long-term business sustainability. This study aims to analyze the influence of delivery timeliness, electronic word of mouth (E-WOM), and trust on customer satisfaction on Bibli.com e-commerce platforms. This study adopts a quantitative approach with an explanatory research design. Data were collected through the survey method by distributing a structured questionnaire to active users Bibli.com who met the predetermined research criteria. Data analysis was carried out using inferential statistical techniques to examine partial and simultaneous effects among the research variables. The results showed that delivery timeliness, E-WOM, and trust each had a positive and significant effect on customer satisfaction when partially tested. In addition, these three independent variables simultaneously show a significant influence on customer satisfaction. These findings suggest that ensuring on-time delivery performance, effectively managing online consumer reviews and information, and strengthening customer trust are strategic factors that should be prioritized by Bibli.com to improve customer satisfaction and strengthen competitiveness in the highly dynamic e-commerce industry.

Keywords: Customer Satisfaction; Timeliness of delivery; E-commerce; E-WOM; Trust

1. Introduction

Since it first appeared, the internet network has been used effectively to access various information that supports buying and selling activities, thus giving birth to the concept E-Commerce. This concept is the process of purchasing goods or services through the internet, where sellers and buyers do not meet in person or make physical contact. Items sold are usually displayed on a digital platform or website (Wardhana et al., 2023). In Indonesia, various platforms E-Commerce continue to emerge and grow rapidly, such as Lazada, Shopee, Tokopedia, Bukalapak, Blibli, and others. So that it brings fierce resistance between each industry player.

Based on data, the number of visitors Blibli.com did not increase significantly but decreased, when compared to Shopee, Lazada, Tokopedia, Bukalapak, Blibli.com ranked last. This situation shows that the timeliness of delivery, E-WOM, Customer trust and satisfaction are important for Blibli.com to be able to compete with E-Commerce others. Timely delivery can be interpreted as the process of delivering goods according to an agreed schedule, where the products ordered by customers must arrive in safe and appropriate conditions on the specified day and date. Delays in delivery can trigger customer dissatisfaction, so punctuality is an important factor in maintaining customer trust and satisfaction (Wardhana et al., 2023). Delivery time is the ability to accurately predict the arrival time of goods, which has a direct impact on consumer satisfaction because goods are received as expected (Artati & Ernawati, 2022).

In addition to the timeliness of delivery, E-WOM It also affects consumer satisfaction. E-WOM is a review, both positive and negative, submitted by a candidate, current customer, or former customer about a product or company and is widely accessible via the internet (M.

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R. Putri & Sienarta, 2023). Therefore, positive reviews from customers play a role in increasing consumer satisfaction with the products or services offered (Mali, 2021). In addition to the timely delivery factor and E-WOM, trust also affects consumer satisfaction. Trust is a person's belief that something can be relied on to provide positive results and in accordance with expectations. This trust is formed when individuals feel confident that what is promised will be fulfilled, thus fostering a sense of security and comfort (Asy'ari & Karsudjono, 2021). Trust is a consumer's assessment of a company based on their expectations. High trust has a positive impact on a company's reputation and is an important factor in creating customer satisfaction, as consumers feel safe and comfortable in every transaction (Farisi et al., 2024).

Consumer satisfaction is an emotional condition that a person feels, such as happiness or disappointment, that arises after comparing the results of the product received with the expectations they have when making a purchase online. If the product received is not in accordance with expectations, consumers will feel dissatisfied. On the other hand, if the results obtained meet or even exceed expectations, then consumers will feel satisfied. Consumer satisfaction is the feeling of happiness or disappointment that a person feels after comparing the perception of the performance or results of a product with his or her expectations (Febi & Hardilawati, 2025).

Blibli.com is one of the E-Commerce platforms that has been operating in Indonesia for a long time since 2011 by adopting B2B, B2C, and B2B2C business models, and has once occupied a strategic position as an online shopping service provider that prioritizes convenience, product quality, and payment flexibility. However, the dynamics of competition in the E-Commerce industry that are increasingly intensifying with the presence of major competitors such as Shopee, Tokopedia, and Lazada put Blibli.com in challenging competitive conditions. In this context, various consumer complaints, especially related to the timeliness of delivery, the quality of logistics services, and the overall customer experience, show indications of a decline in service performance. Delivery timeliness, electronic word of mouth (E-WOM), and consumer trust are crucial factors that can theoretically and empirically have the potential to influence consumer satisfaction, especially when service expectations, risk perception, and platform credibility increasingly determine consumer preferences in choosing E-Commerce.

Based on this phenomenon, there is a significant research gap because most of the previous research focused more on E-Commerce platforms with high growth rates, while empirical studies that specifically analyze the factors of delivery timeliness, E-WOM, and trust in consumer satisfaction in mature E-Commerce such as Blibli.com are still limited. The novelty of this study lies in the integrative testing of the three variables in the context of the decline in the consumer satisfaction index Blibli.com reflected in a significant decrease of 4% from 2023 to 2024, as well as in a situation of intense competition with other dominant platforms. Thus, this research is expected to be able to make a theoretical contribution in the enrichment of E-Commerce literature based on consumer satisfaction, as well as a practical contribution to Blibli.com management in formulating strategies for improving service quality, managing digital reputation, and strengthening customer trust in a sustainable manner.

2. Preliminaries or Related Work or Literature Review

Planned Behavior Theory (TPB) or Planned Behavior Theory is a theoretical framework used to explain the psychological mechanism that underlies the formation of a person's intention to perform a certain behavior, where the intention is seen as the main predictor of actual behavior. TPB emphasizes that the intention to behave is simultaneously influenced by three main determinants, namely attitudes towards behavior, subjective norms, and perceived control of behavior (Syamsudin, 2021). Attitudes towards behavior reflect the individual's cognitive and affective evaluation of the extent to which a behavior is perceived to have positive or negative consequences, so that the more positive the assessment, the stronger the individual's tendency to form intentions. Subjective norms refer to an individual's perception of social pressures or expectations from perceived significant parties, such as family, friends, or the social environment, that can encourage or inhibit an individual's desire to perform a behavior. Meanwhile, perceived behavioral control is related to an individual's beliefs about the capacity, resources, and opportunities he or she has to execute these behaviors, including the influence of external barriers and support. Conceptually, the SDGs view that a combination of positive attitudes, strong social norm support, and a high level of behavioral

control will significantly increase intention, ultimately increasing the probability of the planned behavior being realized in a real context.

Patient satisfaction is a concept that is rooted in consumer satisfaction, which is a condition when individual needs, wants, and expectations for the services received are fulfilled in accordance with the quality offered (F. Saputra & Sumantyo, 2023). In the context of healthcare, patient satisfaction reflects a thorough evaluation of the patient's experience after receiving services, both from clinical and nonclinical aspects. Farisi et al. (2024) affirms that satisfaction arises when the patient's expectations are adequately achieved, while Aryanti & Ali (2025) view satisfaction as a level of fulfillment of needs that has the potential to encourage the sustainability of service utilization. Patient satisfaction is influenced by the quality of service and results received, the suitability of price and cost with benefits, the quality of service interactions, and emotional experiences during the treatment process. Patient satisfaction indicators include the quality of services produced, the quality of services provided, price suitability, ease of access to services, and the clarity of information received by patients, which simultaneously form a positive perception and trust in health care facilities (Artati & Ernawati, 2022).

Timeliness of delivery is a crucial dimension in the quality of logistics services that directly affects customer perception and satisfaction. Timeliness of delivery is defined as the condition under which the order is received in full according to the agreed date, or even sooner, from the time the consumer places the order until the goods are received (Artati & Ernawati, 2022). This concept also emphasizes the ability of service providers to deliver products according to the agreed schedule, without delay, and in safe conditions (Farisi et al., 2024). In the context of competition for delivery services, consumers tend to choose companies that are able to guarantee the speed and safety of delivery as a representation of service professionalism. Factors that affect the timeliness of delivery include the selection of the type of vehicle that suits the needs of the distribution and the delivery method used, both land, sea, and air, each of which has different travel time characteristics. Its measurement indicators include estimated modes of transportation, estimated delivery time, and delivery distances, which simultaneously shape consumers' perceptions of the reliability and accuracy of logistics services (Asror, 2023).

Word-of-mouth electronics (E-WOM) is a form of word-of-mouth communication that takes place digitally and has a significant influence on shaping consumer perceptions before making a purchase decision. E-WOM defined as reviews or opinions submitted by candidates, current customers, or previous customers regarding a product or company, which can be widely accessed through internet platforms (Hasim & Lestari, 2022). In practice, E-WOM It serves as a means for consumers to share experiences, assess product quality, and reduce the risk of purchase errors, thereby increasing trust in online transactions (M. R. Putri & Sienarta, 2023). Influencing factors E-WOM Among others, consumer involvement in the product, the level of knowledge possessed, the desire to share information, efforts to reduce uncertainty, and the consumer's critical power in evaluating positive and negative aspects of the product. The indicators E-WOM including the intensity of the review submission, the valence of positive and negative opinions, and information content that includes product details, quality, and price, which collectively shape the power and credibility of digital information in the eyes of consumers (Hasim & Lestari, 2022).

Trust is the key foundation in the long-term relationship between consumers and companies, especially in the context of online transactions that are fraught with uncertainty and risk. An individual's level of confidence is influenced by the perception of risk as well as the characteristics of the respondents involved, so trust is often positioned as a key variable in explaining the relationship between risk and decision acceptance (Nastyupulu & Supriyono, 2022). Trust reflects consumer confidence in the seller's reliability, integrity, and ability to deliver on promises and deliver benefits as expected, without any external pressures in the decision-making process (Anan & Sukati, 2023). Trust-building factors include respect for consumers, the company's ability to listen and solve problems, and openness in establishing two-way communication (Asy'ari & Karsudjono, 2021). Trust indicators include integrity, kindness, and ability, which represent the honesty, goodwill, and technical and financial competence of the company in fulfilling its commitments, thereby strengthening consumer confidence and the sustainability of business relationships (V. R. J. Saputra & Sudarwanto, 2023).

Based on the framework that has been formulated, this study proposes four hypotheses that systematically test the causal relationship between independent variables and dependent variables in the context of E-Commerce Blibli.com, namely consumer satisfaction. The first

hypothesis (H1) states that the timeliness of delivery is thought to have a partial significant effect on consumer satisfaction, reflecting the role of logistics and service reliability aspects in shaping consumer evaluations of E-Commerce performance. Furthermore, the second hypothesis (H2) assumes that electronic word of mouth (E-WOM) partially has a significant influence on consumer satisfaction, considering that information, reviews, and recommendations spread online can shape expectations, perceptions of value, and consumption experiences of platform users. The third hypothesis (H3) confirms that consumer trust is partially suspected to have a significant effect on consumer satisfaction, which places the aspects of credibility, transaction security, and reliability of service providers as the main determinants in digital interactions. Comprehensively, the fourth hypothesis (H4) integrates the three independent variables by stating that the timeliness of delivery, E-WOM, and trust are simultaneously suspected to have a significant effect on consumer satisfaction in E-Commerce Blibli.com, thus providing a holistic picture of the collective contribution of operational, social-informational, and psychological factors in shaping the level of consumer satisfaction.

3. Materials and Method

This study uses a quantitative approach with an explanatory design that aims to examine the cause-and-effect relationship between the timeliness of delivery, Electronic word-of-mouth (E-WOM), as well as trust in customer satisfaction Blibli.com. The quantitative approach was chosen because it allows for the objective measurement of consumer behavior through numerical data analyzed using structured statistical methods. The research stages are carried out systematically, starting from problem formulation, preparation of research instruments in the form of questionnaires, data collection, instrument quality testing, to data analysis with relevant statistical techniques (Putra et al., 2025). Each variable is operationalized into indicators that can be measured and assessed using a five-point Likert scale to capture the overall perception of respondents.

The population in this study includes people in Batam City who have or are using the Blibli.com application. The research sample is part of the population selected to represent the overall characteristics of the population (N. J. Putri et al., 2024). The sampling techniques applied are Simple random sampling, so that every member of the population has an equal chance of being selected as a respondent. The determination of the number of samples was carried out using the Lemeshow formula at a confidence level of 95% and margin of error by 10%. Based on this calculation, a minimum sample of 96.04 respondents was obtained, which was then rounded to 100 respondents to improve the practicality and representativeness of the data. This study is focused on respondents aged 17 to 45 years because this age group is considered the most active in using the platform E-commerce.

The research data consists of primary data and secondary data. Primary data was obtained directly from respondents through an online questionnaire distributed using Google Forms, while secondary data was used to support analysis sourced from scientific journals, reference books, and related literature. The quality of the research instruments was evaluated through validity and reliability tests. The instrument is declared valid if the value of the r count greater than Table r at a significance level of 0.05, and declared reliable if the reliability coefficient exceeds the value of 0.6 (N. J. Putri et al., 2024). Descriptive analysis was used to describe the tendency of respondents' answers on various measurement scales (Afna & Khoiri, 2023).

Inferential analysis was performed using multiple linear regression to test the partial and simultaneous influence of independent variables on consumer satisfaction. Before testing the hypothesis, a classical assumption test was carried out which included normality, multicollinearity, and heteroscedasticity tests to ensure the feasibility of the regression model used (Artati & Ernawati, 2022). The strength of the model is analyzed through the coefficient of determination (R^2) to find out the contribution of independent variables in explaining dependent variables. Hypothesis testing is carried out using the test t for partial influence and test F for simultaneous effects with a significance level of 5% (F. Saputra & Sumantyo, 2023).

4. Results and Discussion

4.1. Research Results

Blibli is one of the E-Commerce platforms in Indonesia managed by PT Global Digital Niaga Tbk and acts as an online trading facility that connects sellers and consumers through

an integrated electronic transaction system, by providing various product categories ranging from daily necessities, electronics, to fashion. With a wide range of services and a large user base, Blibli occupies a strategic position as one of the main players in the national E-Commerce industry . The operation of this platform is designed to support the efficiency, convenience, and security of digital transactions, so that it is able to meet the needs of consumers and business partners in a sustainable manner. In line with this, Blibli's vision reflects the company's commitment to become the first choice in the digital commerce and lifestyle ecosystem through the development of an integrated, adaptive platform that is adaptive to technological developments, and oriented towards long-term sustainability. Table 1 presents an overview of the characteristics of the respondents in this study which include gender, age, length of use of Blibli.com application, and income level. The presentation of this data aims to provide an initial description of the profile of the respondents who are the subject of the research, so that it can help understand the demographic context and background of the respondents in analyzing their perception of the variables studied.

Table 1. Respondent Characteristics

Characteristics	Categories	Number of Respondents	Percentage (%)
Gender	Male	24	24
	Women	76	76
Age	17 – 25 years old	24	24
	26 – 35 years old	50	50
	36 – 45 years old	26	26
Length of Use	< 6 months	17	17
	6 – 12 months	28	28
	> 12 months	55	55
Revenue	< 1 million	29	29
	1 million – 5 million	29	29
	> 5 million	42	42

Based on Table 1, the characteristics of the respondents were dominated by women by 76%, which shows that the Blibli.com users in this study were more from the female group. In terms of age, the majority of respondents were in the 26–35 age range (50%), followed by the age groups of 36–45 years (26%) and 17–25 years (24%), indicating that active users Blibli.com most of them are of productive age. The length of time the app was used by respondents who had used the Blibli.com for more than 12 months (55%), reflecting a relatively high level of user experience and engagement with the platform. Meanwhile, in terms of income, the group with an income of more than 5 million rupiah dominated at 42%, which shows that most respondents have quite strong purchasing power, making it relevant in evaluating consumer satisfaction with Blibli.com E-Commerce services . Furthermore, the results of the validity and reliability test to assess the instrument used are able to measure the research variables precisely. The results of the analysis are shown in tables 2 and 3 below.

Table 2. Validity Test Results

Variable	Item Number	R Count	R Table	Remarks
Delivery Timeliness (X1)	X1.1	0.739	0.197	Applicable
	X1.2	0.764	0.197	Applicable
	X1.3	0.765	0.197	Applicable
	X1.4	0.798	0.197	Applicable
	X1.5	0.817	0.197	Applicable
	X1.6	0.836	0.197	Applicable
Electronic word of mouth (X2)	X2.1	0.681	0.197	Applicable
	X2.2	0.707	0.197	Applicable

	X2.3	0.731	0.197	Applicable
	X2.4	0.72	0.197	Applicable
	X2.5	0.682	0.197	Applicable
	X2.6	0.84	0.197	Applicable
Trust (X3)	X3.1	0.832	0.197	Applicable
	X3.2	0.734	0.197	Applicable
	X3.3	0.691	0.197	Applicable
	X3.4	0.748	0.197	Applicable
	X3.5	0.791	0.197	Applicable
	X3.6	0.783	0.197	Applicable
Consumer Satisfaction (Y)	Y.1	0.709	0.197	Applicable
	Y.2	0.717	0.197	Applicable
	Y.3	0.726	0.197	Applicable
	Y.4	0.716	0.197	Applicable
	Y.5	0.743	0.197	Applicable
	Y.6	0.721	0.197	Applicable
	Y.7	0.753	0.197	Applicable
	Y.8	0.658	0.197	Applicable
	Y.9	0.623	0.197	Applicable
	Y.10	0.701	0.197	Applicable

Based on the results of the instrument validity test presented in the table, all statement items on the variables of delivery punctuality (X1), electronic word of mouth (E-WOM) (X2), trust (X3), and consumer satisfaction (Y) are declared valid, because the entire r -value of each item is greater than the r -value of each item. table of 0.197 at a significance level of 0.05. This shows that each question item is able to represent the construct of the variables that are precisely measured and have a strong correlation with the total score of the variable. Thus, the research instrument used has met the measurement feasibility criteria, so that the resulting data can be considered accurate, consistent, and suitable for further analysis, especially in testing the causal relationship between independent variables and dependent variables in the research model.

Table 3. Reliability Test Results

Variable	Cronbach Alfa	Cut	Remarks
Delivery Timeliness (X1)	0.877	0,6	Reliable
E-WOM (X2)	0.823	0,6	Reliable
Trust (X3)	0.857	0,6	Reliable
Consumer Satisfaction (Y)	0.888	0,6	Reliable

Based on the results of the reliability test shown in the table, all research variables, namely delivery timeliness (X1), electronic word of mouth (E-WOM) (X2), trust (X3), and consumer satisfaction (Y), had a Cronbach's Alpha value greater than the cut-off value of 0.6, so all instruments were declared reliable. These findings show that the statement items on each variable have a good level of internal consistency and are able to produce stable and reliable measurements, so that the research instrument is suitable for use in statistical analysis and subsequent hypothesis testing. Next, a classical assumption test consisting of normality, multicollinearity, and heteroscedasticity was carried out. The results of normality analysis are shown in the following table 4.

Table 4. Normality Test Results

Variable	Significance	Cut	Remarks
Unstandardized Residual	0,200	0,5	Normal

Table 4 shows that the data is normally distributed, indicated by a significance value of 0.200 which is higher than the limit of 0.05. Therefore, it can be concluded that the data meets the assumption of normal distribution. In addition, the normality of the regression model is also supported by plot patterns that form linear lines.

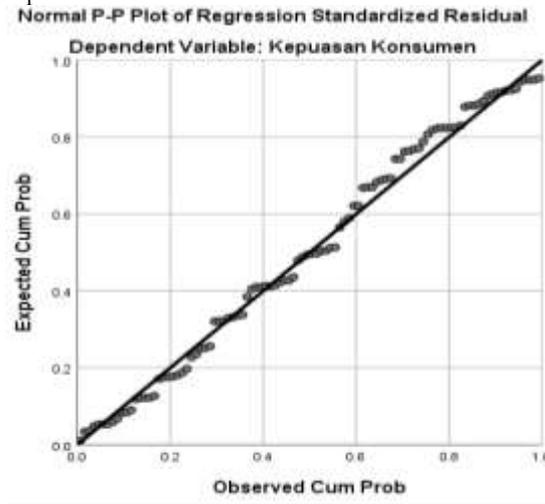


Figure 1. P-P Plot Graphics

The figure above shows that the data points follow and are around the diagonal line, so the normality test through a probability graph shows that the data is distributed normally. Furthermore, the multicollinearity test on the regression model in this study was carried out by analyzing the correlation matrix between independent variables.

Table 5. Multicollinearity Test Results

Variable	Tolerance	VIF
Delivery Timeliness	0,213	4,689
E-WOM	0,235	4,258
Trust	0,254	3,939

Based on table 5, the results of the multicollinearity test stated that each variable studied had a tolerance value of > 0.1 and a VIF value of < 10. So it is said that symptoms of multicollinearity do not occur in this test. Then followed by a heteroscedasticity test which aims to determine the difference in residual variance in the regression model. Testing was carried out to detect the presence of heteroscedasticity in this study.

Table 6. Heteroscedasticity Test Results

Variable	Significance
Delivery Timeliness	0,085
E-WOM	0,156
Trust	0,185

Dependent Variable: ABS Res

Based on table 6. The results of the Glejser test showed that the significance values of the delivery timeliness (0.085), EWOM (0.156) and confidence (0.185) variables were all greater than 0.05. Thus, it can be concluded that there is no indication of heteroscedasticity in the regression model. In addition, heteroscedasticity testing is also supported by scatterplot graph analysis that shows random point spreads.

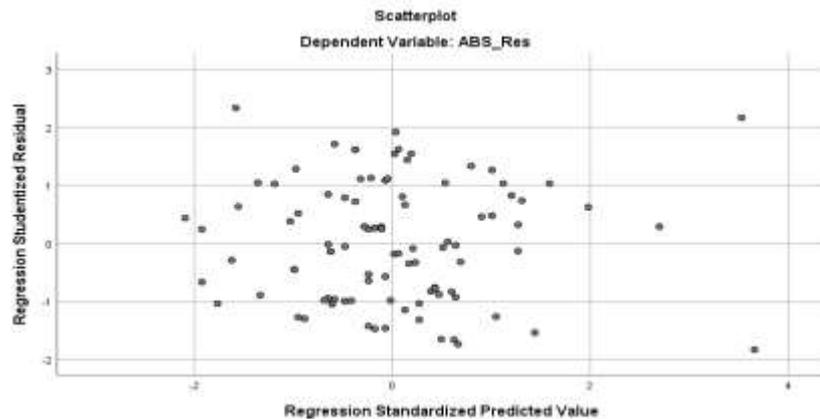


Figure 2. Scatterplot Diagram

After conducting the classical assumption test, the hypothesis was continued to be analyzed consisting of simultaneous, partial, and coefficient of determination tests shown in the following table 7.

Table 7. Results of Hypothesis Analysis of the Influence on Consumer Satisfaction

Variable	Coefficients	T Count	T Table	Significance
Dependent Variable: Consumer Satisfaction				
Constant	7,051	3,721	1,984	0,000
Delivery Timeliness	0,456	3,443	1,984	0,001
E-WOM	0,454	3,120	1,984	0,002
Trust	0,495	3,854	1,984	0,000
Count F: 138.030				
F Table: 2.70				
R Square (R²): 0.812				

Based on the results of multiple linear regression analysis shown in Table 7, the following regression equation was obtained: $Y = 7.051 + 0.456X_1 + 0.454X_2 + 0.495X_3 + e$. In the model, Y represents customer satisfaction, X₁ indicates delivery timeliness, X₂ represents electronic word of mouth (E-WOM), X₃ reflects the level of trust, while e is an error. All independent variables have a positive regression coefficient, which indicates a one-way relationship between delivery timeliness, E-WOM, and trust in customer satisfaction. In other words, an increase in each independent variable will be followed by an increase in customer satisfaction, assuming the other variables remain constant.

Partially, the timing variable of delivery had a regression coefficient of 0.456 with a calculated t-value of 3.443, which was greater than the t-table of 1.984 and a significance level of 0.001 (<0.05). This shows that the timeliness of delivery has a positive and significant effect on customer satisfaction, where every one unit increase in delivery timeliness will increase customer satisfaction by 0.456 units. The E-WOM variable was also proven to have a positive and significant influence with a regression coefficient of 0.454, a calculated t-value of 3.120 (>1.984), and a significance level of 0.002. These findings indicate that the more reviews, opinions, and positive information that are spread through digital media about Blibli.com, the higher the level of customer satisfaction will increase.

Meanwhile, the confidence variable had the highest regression coefficient, which was 0.495, with a calculated t-value of 3.854 and a significance level of 0.000. Therefore, it can be concluded that trust is the most dominant variable in influencing customer satisfaction. Simultaneously, the results of the F test showed an F value of 138.030, which was greater than the F of the table of 2.70. This confirms that the timeliness of delivery, E-WOM, and trust together have a significant effect on customer satisfaction. A determination coefficient value (R²) of 0.812 indicates that 81.2% of the variation in consumer satisfaction can be explained by these three independent variables, while the remaining 18.8% is influenced by other factors outside the research model. Thus, this regression model has a very strong predictive ability in explaining consumer satisfaction on Blibli.com e-commerce platform.

4.2. Discussion

Based on the results of the hypothesis test, the Delivery Timeliness variable shows the value of t count by 3,443 which is greater than t table of 1.984 with a significance value of $0.001 < 0.05$, so that the alternative hypothesis (H_a) is accepted and the null hypothesis (H_0) is rejected. The results of this test show that the timeliness of delivery has a positive and significant effect on purchasing decisions. These findings are in line with research (Ricardianto et al., 2023), which states that on-time delivery increases consumer satisfaction as consumers rate speed and accuracy as indicators of service reliability. Logically, consumers feel safer and more satisfied when goods are received according to the promised time.

The results of the hypothesis test show that the E-WOM has value t calculate by 3,120 which is greater than t table of 1.984, with a significance value of $0.002 < 0.05$, so that H_a is accepted and H_0 rejected. This shows that E-WOM has a positive and significant effect on Blibli.com consumer satisfaction, which means that information and reviews circulating electronically also influence the purchase decision of the product. These results are also reinforced by studies (Netty Laura, 2022), which states that E-WOM has a positive and significant influence on consumer satisfaction, where reviews and recommendations from other consumers can influence consumers' perception of their shopping experience thereby increasing the level of satisfaction. The research shows that when consumers receive positive information or experiences through digital media, they tend to feel more confident and satisfied with the services or products offered, so that E-WOM It is one of the important marketing communication tools in the context of today's digital consumer behavior.

Based on the results of the hypothesis test, the confidence variable obtained a value t count of 3,845 which is greater than t table of 1.984 with a significance value of $0.000 < 0.05$, so H_a is accepted and H_0 rejected. These results show that trust has a positive and significant effect on consumer satisfaction. These results are also supported by research (Nursalim & Robert, 2025), in their research they found that consumer trust has a significant influence on consumer satisfaction. The results of the study show that consumers who believe in the quality of service and value received from E-Commerce tend to report higher levels of satisfaction, as well as that improved service quality and value perception can strengthen consumer confidence, which in turn has an impact on increased consumer satisfaction.

The results of the hypothesis test show that the timeliness of delivery, E-WOM, and trust simultaneously has a significant effect on consumer satisfaction in E-Commerce Blibli.com. This is evidenced by the F calculate by 138,030 which is greater than F table of 2.70 and significance value of 0.000 which is smaller than 0.05. Thus, it can be concluded that these three variables have a significant influence on consumer satisfaction in E-Commerce Blibli.com. These results are supported by research, finding that the three variables simultaneously have a significant influence on consumer satisfaction. Thus, these findings corroborate that when elements of the e-service experience such as user reviews ((Segarini, 2025)E-WOM) and consumer confidence combined with operational factors such as delivery timeliness, the combined contribution of these three variables to consumer satisfaction becomes stronger. The results of the determination coefficient (R^2) test showed a value of 0.812 or 81.2%, which means that the variables of delivery punctuality, E-WOM, and trust were simultaneously able to explain 81.2% of the variation in consumer satisfaction. Meanwhile, the remaining 24.2% were influenced by other factors outside of variables that the researchers did not examine. Thus, it can be concluded that these three variables have a significant shared influence on consumer satisfaction.

5. Conclusion

Based on the results of empirical tests that have been conducted, this study concludes that the timeliness of delivery, electronic word of mouth (E-WOM), and trust have been proven to have a positive and significant effect on Blibli.com consumer satisfaction, both partially and simultaneously. These findings show that consumer satisfaction in the context of E-Commerce is not only determined by the functional aspects of logistics services, but also by the social perception formed through online reviews as well as the level of consumer trust in the integrity, capability, and reliability of the platform provider. Simultaneously, these three variables have a strong contribution in explaining the variation in consumer satisfaction, thus confirming that improving the quality of integrated services between delivery systems, digital reputation management, and strengthening trust are key factors in building a positive customer experience. However, the results of this study need to be interpreted carefully because the scope of the study is limited to respondents in the Batam City area, so

generalization of the findings to other regions needs to take into account the differences in consumer characteristics and local market dynamics.

Based on these conclusions, this study recommends that Blibli.com prioritize improving the timeliness of delivery as the main strategy in improving service reliability and consumer satisfaction, accompanied by strengthening E-WOM management through active response to customer reviews and the provision of accurate and transparent product information. In addition, companies need to maintain the stability of the application system, simplify payment procedures, and improve the speed and quality of complaint handling to strengthen user trust and loyalty. The limitations of this study lie in the use of relatively limited variables and a single quantitative approach, so that the next study is recommended to add other relevant variables, use different analysis methods, or expand the scope of the research area in order to obtain a more comprehensive and representative understanding of the factors that affect consumer satisfaction in the E-Commerce industry.

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