

A STUDY ON ROLE OF TIMELY DELIVERY IN CUSTOMER SATISFACTION

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ABSTRACT

In today's highly competitive business environment, customer satisfaction has become one of the primary objectives of every organization. Among the many factors influencing customer satisfaction, timely delivery is considered one of the most important determinants of service quality and business success. Customers expect products and services to be delivered accurately and within the promised time. Failure to meet delivery commitments can result in customer dissatisfaction, loss of trust, reduced customer loyalty, negative word-of-mouth, and decreased sales. Therefore, organizations must focus on improving delivery performance to remain competitive in the market.

Timely delivery not only fulfils customer expectations but also strengthens the relationship between customers and organizations. Efficient logistics management, inventory control, transportation planning, warehouse management, and supply chain coordination play a crucial role in ensuring prompt delivery of products. Modern technologies such as GPS tracking, barcode systems, warehouse automation, artificial intelligence, and digital communication have significantly improved delivery efficiency and customer experience.

The findings indicate that timely delivery has a strong positive influence on customer satisfaction, customer loyalty, repeat purchases, and organizational performance. Customers who receive products within the promised time are more likely to trust the organization and continue purchasing from it. The study concludes that organizations should continuously improve their logistics systems, adopt advanced technologies, strengthen supply chain coordination, and maintain effective communication with customers to achieve sustainable business growth.

Keywords: Timely Delivery, Customer Satisfaction, Customer Loyalty, Logistics, Supply Chain Management, Service Quality.

INTRODUCTION

Customer satisfaction has become one of the most important indicators of organizational success in today's dynamic business environment. As markets become increasingly competitive, organizations must provide high-quality products along with excellent customer service to maintain long-term relationships with customers. Among the various dimensions of customer service, timely delivery plays a vital role in influencing customer satisfaction, trust, and loyalty.

Timely delivery refers to the process of delivering products or services to customers within the promised time frame. Customers expect organizations to fulfill their delivery commitments without delays. When organizations consistently deliver products on time, customers develop confidence in the company's reliability and become more willing to make repeat purchases. On the other hand, delayed deliveries create dissatisfaction, reduce customer confidence, increase complaints, and damage the organization's reputation.

The rapid growth of e-commerce, online shopping, digital marketplaces, and home delivery services has further increased customer expectations regarding delivery performance. Customers now expect faster delivery, accurate order fulfillment, real-time tracking, and transparent communication throughout the delivery process. Organizations that fail to meet these expectations often lose customers to competitors.

Timely delivery depends on several operational activities, including inventory management, procurement, warehouse operations, transportation planning, order processing, packaging, and supply chain coordination. Efficient management of these activities ensures smooth movement of products from manufacturers to customers. Organizations invest heavily in logistics infrastructure, warehouse automation, transportation management systems, and digital technologies to improve delivery performance.

Customer satisfaction is closely associated with delivery reliability. Satisfied customers not only become repeat buyers but also recommend the organization to others through positive word-of-mouth. This contributes to increased sales, improved profitability, stronger brand image, and sustainable competitive advantage. Conversely, delayed deliveries often result in product returns, order cancellations, customer complaints, and loss of market share.

LITERATURE REVIEW

1. Sharma, R. (2026)

The study found that timely delivery is a major factor influencing customer satisfaction and repeat purchases. Customers prefer businesses that consistently meet delivery commitments.

2. Kumar & Singh (2026)

The researchers concluded that effective logistics and supply chain management improve delivery performance and strengthen customer trust.

3. Patel, S. (2025)

This study explains that delayed deliveries lead to customer complaints and reduced brand loyalty, while timely delivery improves customer retention.

4. Verma & Rao (2025)

The study highlights that technology such as GPS tracking and real-time order updates enhances delivery efficiency and customer satisfaction.

5. Mehta, A. (2024)

The research concludes that companies with reliable delivery systems achieve higher customer satisfaction and better business performance.

STATEMENT OF THE PROBLEM

Customer expectations regarding product delivery have increased significantly due to technological advancements, digital commerce, and growing competition among organizations. Customers expect organizations to deliver products within the promised time while maintaining product quality and order accuracy. However, many organizations continue to experience delivery delays caused by transportation issues, inventory shortages, warehouse inefficiencies, poor logistics planning, inadequate communication, supply chain disruptions, natural disasters, and operational challenges. Delivery delays create dissatisfaction among customers and negatively affect organizational performance. Customers who experience repeated delivery delays often lose confidence in the organization, cancel future purchases, switch to competitors, and share negative feedback with others. Such situations reduce customer retention, brand loyalty, and overall profitability. Organizations invest considerable resources in logistics infrastructure, transportation systems, warehouse management, inventory control, and supply chain coordination to improve delivery performance. Despite these investments, maintaining consistent on-time delivery remains a major challenge due to increasing customer expectations and complex business operations.

NATURE OF THE STUDY

The present study is descriptive in nature. It aims to understand the relationship between timely delivery and customer satisfaction by collecting information from customers regarding their delivery experiences. The study focuses on customer perceptions about delivery speed, reliability, communication, order tracking, and overall satisfaction. Both primary and secondary data are used to analyze the impact of timely delivery on customer loyalty and business performance.

OBJECTIVES OF THE STUDY

1. To understand the concept and importance of timely delivery in business operations.
2. To examine the relationship between timely delivery and customer satisfaction.
3. To identify the major factors affecting delivery performance.
4. To analyse customers' perceptions regarding delivery services.
5. To suggest suitable measures for improving timely delivery and customer satisfaction.

RESEARCH METHODOLOGY

The study adopts a descriptive research design to analyse the role of timely delivery in customer satisfaction. Primary data are collected from customers using a structured questionnaire consisting of various questions related to delivery performance and customer satisfaction. Secondary data are collected from research journals, books, company reports, websites, and published articles related to logistics management and customer service.

The collected data are analysed using percentage analysis, correlation analysis, and the Chi-square test to understand customer opinions and examine the relationship between timely delivery and customer satisfaction.

POPULATION AND SAMPLE

Population

The population of the study consists of all customers who have purchased products or services from the selected organization.

Sample

A sample of 100 customers is selected using the Convenience Sampling Method to collect primary data through a structured questionnaire.

DATA COLLECTION METHOD

Primary Data

Primary data are collected directly from customers through a structured questionnaire and personal interaction. The questionnaire includes questions related to delivery speed, order accuracy, customer satisfaction, and service quality.

Secondary Data

Secondary data are collected from books, research journals, company annual reports, logistics reports, websites, magazines, newspapers, and published research articles related to customer satisfaction and delivery management.

LIMITATIONS OF THE STUDY

1. The study is limited to selected customers of the organization.
2. The sample size is restricted to 100 respondents.
3. The study is conducted within a limited time period.
4. The accuracy of the findings depends on the responses given by customers.
5. Customer opinions may change over time.
6. Limited access to internal organizational data may affect the study.

The findings cannot be generalized to all industries.

VARIABLES OF THE STUDY

Independent Variable: Timely Delivery

Dependent Variable: Customer Satisfaction

HYPOTHESIS

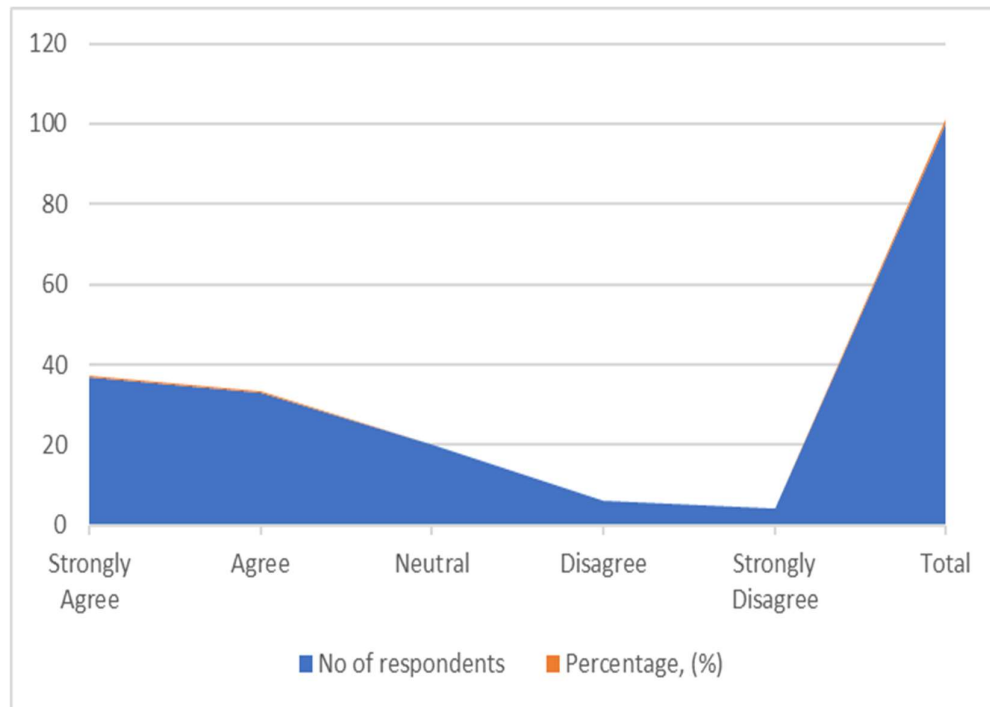
Null Hypothesis (H_0): There is no significant relationship between timely delivery and customer satisfaction.

Alternative Hypothesis (H_1): There is a significant relationship between timely delivery and customer satisfaction.

DATA ANALYSIS AND INTERPRETATION

1. Timely delivery influences your decision to continue purchasing from KEMS Forgings of the respondents

Particulars	No of respondents	Percentage, (%)
Strongly Agree	37	37%
Agree	33	33%
Neutral	20	20%
Disagree	6	6%
Strongly Disagree	4	4%
Total	100	100%

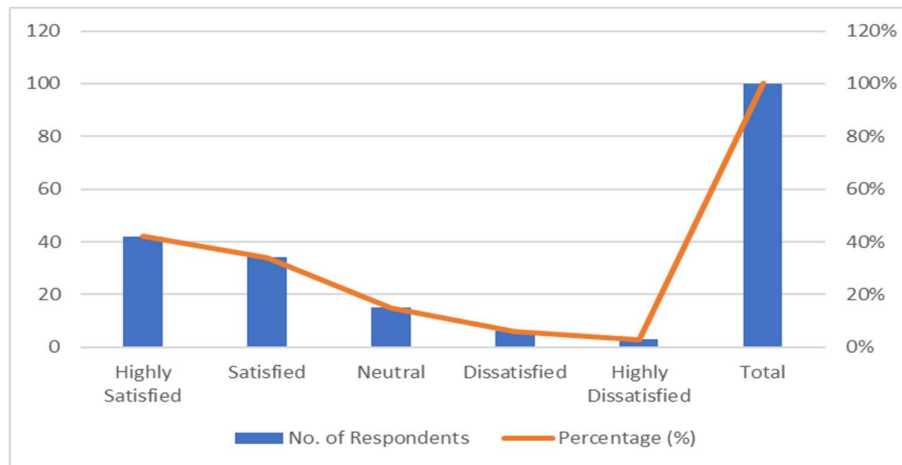


Analysis

The table shows that 37% of the respondents strongly agree and 33% agree that timely delivery influences their decision to continue purchasing from the company. About 20% remain neutral, while only 10% disagree or strongly disagree. This indicates that timely delivery plays an important role in retaining customers.

2. Overall satisfaction with timely delivery services

Particulars	No. of Respondents	Percentage (%)
Highly Satisfied	42	42%
Satisfied	34	34%
Neutral	15	15%
Dissatisfied	6	6%
Highly Dissatisfied	3	3%
Total	100	100%



Analysis

The table reveals that 42% of respondents are highly satisfied and 34% are satisfied with the company's timely delivery services. Around 15% are neutral, whereas only 9% express dissatisfaction. This shows that the majority of customers are satisfied with the delivery performance

Correlation Analysis

Variables	Correlation (r)
Timely Delivery and Customer Satisfaction	0.84
Timely Delivery and Customer Loyalty	0.81
Customer Satisfaction and Repeat Purchase Intention	0.87
Timely Delivery and Repeat Purchase Intention	0.79

Analysis

The correlation analysis shows a strong positive relationship between timely delivery, customer satisfaction, customer loyalty, and repeat purchase intention. The highest correlation (0.87) is between customer satisfaction and repeat purchase intention, indicating that satisfied customers are more likely to purchase again from the company. Similarly, the strong correlation (0.84) between timely delivery and customer satisfaction suggests that delivering products on time significantly enhances customer satisfaction. These findings emphasize that efficient delivery services help organizations build customer trust, improve loyalty, and encourage repeat purchases.

Chi-Square Calculated Value (χ^2)

Particulars	Value
Chi-square Calculated Value (χ^2)	18.76
Degrees of Freedom (df)	4
Significance Level	0.05
Table Value	9.49

Analysis and Interpretation:

The calculated Chi-square value (18.76) is greater than the table value (9.49) at the 5% level of significance with 4 degrees of freedom. Therefore, the Null Hypothesis (H_0) is rejected and the Alternative Hypothesis (H_1) is accepted. This indicates that there is a significant relationship between timely delivery and customer satisfaction. Customers who receive products within the promised delivery time are more satisfied and are more likely to continue purchasing from the company. These findings confirm that timely delivery is an important factor in improving customer satisfaction and long-term customer loyalty.

FINDINGS

1. **Timely delivery significantly improves customer satisfaction:** Customers are more satisfied when they receive their products within the promised delivery time, which enhances their overall shopping experience.
2. **On-time delivery increases customer trust and loyalty:** Customers are more likely to purchase again from companies that consistently deliver products on time, leading to long-term customer relationships.
3. **Delivery delays negatively affect customer experience.** Late deliveries often result in customer complaints, reduced satisfaction, order cancellations, and a decline in the company's reputation.
4. **Efficient logistics and supply chain management support timely delivery.** Proper inventory management, transportation planning, and coordination among supply chain partners help organizations meet delivery commitments.
5. **Technology enhances delivery performance.** The use of GPS tracking, online order tracking, warehouse automation, and digital communication improves delivery accuracy and increases customer confidence.

SUGGESTIONS

1. **Improve logistics and transportation planning.** Organizations should optimize delivery routes and schedules to ensure products reach customers within the promised time.
2. **Adopt advanced technology for delivery management.** GPS tracking, warehouse management systems, and real-time order tracking should be used to improve delivery efficiency and customer communication.
3. **Maintain proper inventory levels.** Effective inventory management helps prevent stock shortages and ensures that customer orders can be fulfilled without delays.
4. **Collect and act on customer feedback.** Organizations should regularly gather customer opinions regarding delivery services and use the feedback to improve delivery performance.
5. **Provide regular training to employees.** Employees involved in order processing, warehousing, and transportation should receive continuous training to improve efficiency and customer service.

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