

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *logistic service quality* terhadap *satisfaction* dan *loyalty* dengan dimensi-dimensi *logistic service quality* yang dikemukakan oleh Yu-Kai Huang, Yi-Wei Kuo, dan Shi-Wei Xu, khususnya pada PT Tiki Jalur Nugraha Ekakurir berdasarkan persepsi pelanggan.

Pengolahan data dilakukan dengan *Structural Equation Modeling* (SEM) dengan *software* AMOS 20.0. Teknik pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dengan jenis *convenience sampling*. Data diperoleh secara langsung dari responden yang sesuai dengan karakteristik populasi yang ditentukan dengan cara menyebarkan kuesioner. Penelitian ini menggunakan jumlah sampel sebesar 100 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *logistic service quality* terhadap *satisfaction*, *logistic service quality* terhadap *loyalty*, dan *satisfaction* terhadap *loyalty* PT Tiki Jalur Nugraha Ekakurir.

Kata kunci: *Logistic Service Quality, Satisfaction, Loyalty*

ABSTRACT

The purpose of this research is for knowing and analyzing the influence of logistic service quality toward satisfaction and loyalty with the dimensions of logistic service quality which are suggested by Yu-Kai Huang, Yi-Wei Kuo, and Shi-Wei Xu, especially at PT Tiki Jalur Nugraha Ekakurir based on the customer's perception.

The data tabulation is processed with Structural Equation Modeling (SEM), using software AMOS 20.0. The sampling technique in this research is using non probability sampling that is convenience sampling. The data is acquired directly from the respondent that appropriate with the population characteristic, determined by spreading the questioners. This research is using sample as much as 100 respondent.

The result of this research showed the influence of logistic service quality on satisfaction, logistic service quality on loyalty, and satisfaction on loyalty PT Tiki Jalur Nugraha Ekakurir.

Key words: Logistic Service Quality, Satisfaction, Loyalty