

Abstract

The purpose of this study is to find out and analyze the effects of logistic service quality to the selection of Logistic Service Provider using logistic service quality dimensions by Mentzer et al (1999), Goh and Pundaikul (1998), and Wilding and Juriado (2004) especially for the online shop owners as the shipper.

The data processing was done using Logistics Regression Analysis with the SPSS 16.00 software. The samples of this study were taken using the non probability sampling technique called Purposive Sampling. The data were collected directly from the proper respondents complying with the characteristics of the population by spreading out the online questionnaire. The sample data of this study were 200 respondents who own an online shop in Indonesia.

The result of this study showed that there is a significant effect of logistic service quality to the choice of Logistics Service Provider according to the perspective of the online shop owners as the shipper. For that reason, it is important for the online shop owners as the shipper to take notice of the quality of the logistic service.

Keywords: *Logistic, Logistic Service Quality, Logistic Service Provider, Online Shop*



INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *logistic service quality* terhadap pemilihan *Logistic Service Provider* dengan dimensi-dimensi *logistic service quality* yang dikemukakan oleh Mentzer et al (1999), Goh dan Pundaikul (1998), dan Wilding dan Juriado (2004) khususnya pada pemilik *online shop* sebagai *shipper*.

Pengolahan data dilakukan dengan *Logistics Regression Analysis* dengan *software* SPSS 16.00. Teknik pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dengan jenis *Purposive Sampling*. Data diperoleh secara langsung dari responden yang sesuai dengan karakteristik populasi yang ditentukan dengan cara menyebarkan kuesioner secara *online*. Penelitian ini menggunakan jumlah sampel sebesar 200 responden pemilik *online shop* di Indonesia.

Hasil penelitian ini menunjukkan adanya pengaruh *logistic service quality* terhadap pemilihan *Logistic Service Provider* menurut perspektif pemilik *online shop* sebagai *shipper*. Maka itu penting bagi pemilik *online shop* sebagai *shipper* memperhatikan kualitas layanan logistik.

Kata kunci: *Logistic, Logistic Service Quality, Logistic Service Provider, Online shop.*