

INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh kualitas layanan logistik Fedex terhadap kepuasan berdasarkan persepsi pelanggan *individualist* dan *collectivist*. Kepuasan pelanggan merupakan dasar bagi keberhasilan perusahaan dalam menghadapi persaingan yang ketat sehingga dapat mempertahankan kelangsungan hidup perusahaan.

Penelitian ini menggunakan pengukuran empat dimensi *logistic service quality* meliputi: *reliability*, *caring*, *responsiveness*, dan *assurance*. Metode yang digunakan metode regresi linear sederhana dan dibantu *software SPSS18*. Pengambilan data dilakukan dengan memberikan kuesioner kepada pelanggan Fedex sebanyak 120 responden yang berasal dari USA, U.K, Canada, Australia, Netherlands, dan Indonesia.

Hasil penelitian ini menunjukkan bahwa ada pengaruh kualitas layanan Fedex terhadap kepuasan pelanggan, baik bagi pelanggan *individualist* maupun *collectivist*. Maka dari itu Fedex seharusnya terus meningkatkan kualitas layanannya secara operasional dan relational.

Kata kunci : *Logistic, Logistic Service Quality, Individualist, Collectivist, Customer Satisfaction*.

ABSTRACT

This study aims to know and analyze the effect of service quality of Fedex logistic on customer satisfaction based on individualist and collectivist customer's perception. Customer's satisfaction is a fundamental element for a company to face competition so the company can retain it's life.

This research used the measurement of four logistic service quality dimensions. Those dimensions are reliability, caring, responsiveness and assurance. The method used is regression linear with SPSS 18 software. Data collected directly from respondents who meet the specified characteristics of the population by distributing questionnaires. The samples used in this study was 120 respondents from USA, UK, Canada, Australia, Netherlands, and Indonesia

The result of this study showed the influence of Fedex logistic's service quality on customer satisfaction based on individualist and collectivist customer's perception. Therefore, Fedex should improve the quality of its service both on operational and relational.

Keywords: Logistic, Logistic Service Quality, Individualist, Collectivist, Customer Satisfaction.