

# **The Effects of Logistics Service Quality and Customer Satisfaction to Customer Loyalty of Delivery Order Service at Fast Food Restaurants in Surabaya**

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## **ABSTRACT**

This study aimed to examine the effect of Logistics Service Quality and Customer Satisfaction to Customer Loyalty for delivery order at fast food restaurants in Surabaya. The full samples are 310 respondents who have already used delivery order at fast food restaurants. To run the data, Structural Equation Modeling (SEM) via LISREL 8.7 program would be conducted. The sampling technique used was convenience non probability sampling.

The research concludes that there are significant effects between Logistics Service Quality on Customer Satisfaction, Logistics Service Quality to Customer Loyalty and Customer Satisfaction to Customer Loyalty of delivery order service at fast food restaurants in Surabaya.

**Keywords:**

Logistics Service Quality, Customer Satisfaction, Customer Loyalty