

## INTISARI

Tujuan dari penelitian ini adalah untuk mengetahui *pengaruh logistic service quality* terhadap *customer satisfaction* Sarung Gajah Duduk PT Pismatex Textile Industry. Untuk mengukur kepuasan pelanggan maka dipergunakan *logistic service quality* terutama pada 7 dimensi yaitu *order release quantity, information quality, order procedures, order accuracy, order condition, order discrepancy handling, dan timeliness*.

Pada penelitian kausal ini digunakan pendekatan kuantitatif dengan membagikan kuesioner kepada 100 responden yang merupakan agen sarung gajah duduk PT Pismatex Textile Industry. Teknik analisis data yang digunakan adalah analisis regresi linear berganda.

Hasil penelitian ini menunjukkan bahwa *variable logistic service quality* berpengaruh terhadap *customer satisfaction*.

Kata Kunci: *logistic service quality, customer satisfaction, B2B, Logistik*



## **ABSTRACT**

*The purpose of this study was to determine the effect of logistic service quality on customer satisfaction Sarung Gajah Duduk PT Pismatex Textile Industry. To measure customer satisfaction then used logistic service quality especially in the 7 dimensions that release order quantity, information quality, order procedures, order accuracy, order condition, order discrepancy handling, and timeliness.*

*This causal research use quantitative approach by distributing questionnaires to 100 respondents who are agents Sarung Gajah Duduk PT Pismatex Textile Industry. Data analysis technique used is multiple linear regression analysis.*

*These results indicate that the variable logistic service quality effect on customer satisfaction.*

*Keyword: logistic service quality, customer satisfaction, B2B, Logistic*

