

ABSTRACT

The purpose of this study is to determine the effect of service quality logistic to customer satisfaction and loyalty PT. Transmart Carrefour Rungkut Surabaya. To measure customer satisfaction then used logistic service quality especially in 2 dimension that is operational logistic and relational logistic. Operational logistic consist of eight attributes are information quality, order quality, ordering procedures, order discrepancy handling, order release quantities, order condition, order accuracy and timeliness. While, relational logistic consist of three attributes are personal contact quality, emphaty, and reliability.

In this study used quantitative approach by distributing questionares to 200 respondents who are cunsumer of PT. Transmart Rungkut Surabaya. The sampling technique in this research is using non probability sampling. The data is acquired directly from the respondent that appropriate with the characteristic, determined by spreading the questioners. Data analysis technique used is multiple linier regression analysis.

The result of this study indicate that the variable logistic service quality affect customer satisfaction and loyalty. The other result showed the influence of customer satisfaction affect on loyalty in PT. Transmart Rungkut Surabaya.

Keyword: *Logistic service quality, satisfaction, loyalty, Logistics.*

INTISARI

Tujuan dari penelitian ini adalah untuk mengetahui *pengaruh logistic service quality terhadap customer satisfaction dan loyalty* PT. Transmart Carrefour Rungkut Surabaya. Untuk mengukur kepuasan pelanggan maka dipergunakan *logistic service quality* terutama pada 2 dimensi yaitu *Operasional logistic dan relational logistic*. *Operational logistic* terdiri dari delapan atribut yaitu *information quality, order quality, ordering procedures, order discrepancy handling, order release quantities, order condition, order accuracy* dan *timeliness*. Sedangkan *relational logistic* terdiri dari tiga atribut yaitu *personal contact quality, empathy, dan reliability*

Pada penelitian ini digunakan pendekatan kuantitatif dengan membagikan kuesioner kepada 200 responden yang merupakan konsumen dari PT. Transmart Rungkut Surabaya. Teknik pengumpulan *sampling* menggunakan *non-probability sampling*. Data diperoleh langsung dari responden yang sesuai dengan karakteristiknya, ditentukan dengan menyebarkan kuesioner langsung. Teknik analisis data yang digunakan adalah analisis regresi linier berganda.

Hasil Penelitian ini menunjukkan bahwa variabel *logistic service quality* berpengaruh terhadap *customer satisfaction* dan *loyalty*. Hasil lain menunjukkan bahwa *customer satisfaction* berpengaruh terhadap *loyalty* pelanggan di PT Transmart Rungkut Surabaya.

Kata Kunci: *Logistic service quality, satisfaction, loyalty, Logistik.*