

## INTISARI

Tujuan yang dimaksud dari penelitian ini adalah untuk mengetahui adanya perbedaan persepsi tingkat kualitas layanan logistik dan pengaruh kualitas layanan logistik terhadap kepuasan pelanggan dan loyalitas pelanggan di Lotte Grosir Waru dan Lotte Grosir Mastrip. Untuk mengukur kepuasan pelanggan dan loyalitas pelanggan maka dipergunakan *Logistic Service Quality* yang diukur dengan 2 dimensi yaitu *Logistic Service Quality Operational* dan *Logistic Service Quality Relational*.

Pada penelitian kausal ini digunakan pendekatan kuantitatif dengan membagikan kuesioner kepada 200 responden yang dibagi 100 responden dari Lotte Grosir Waru dan 100 Responden dari Lotte Grosir Mastrip yang merupakan pelanggan di Lotte Grosir Waru dan Lotte Grosir Mastrip. Teknik analisis data yang digunakan adalah uji anova dan analisis regresi linear berganda.

Hasil penelitian uji anova menunjukkan bahwa terdapat perbedaan persepsi tingkat kualitas layanan logistik di Lotte Grosir Waru dan Lotte Grosir Mastrip, selain itu hasil penelitian menggunakan analisis regresi linear berganda adalah variable *Logistic Service Quality* memiliki pengaruh linear yang signifikan positif terhadap *Customer Satisfaction* dan *Customer Loyalty*.

Kata kunci : *Logistics service quality, Customer satisfaction, Customer loyalty*.

## ABSTRACT

*The purpose of this research is to know the difference of perception of logistic service quality level and the influence of logistic service quality to customer satisfaction and customer loyalty in Lotte Wholesale Waru and Lotte Wholesale Mastrip. To measure customer satisfaction and customer loyalty then used Logistic Service Quality which measured by 2 dimension that is Logistic Service Quality Operational and Logistic Service Quality Relational.*

*In this causal research used quantitative approach by distributing questionnaires to 200 respondents divided by 100 respondents from Lotte Wholesale Waru and 100 Respondents from Lotte Wholesale Mastrip who is a customer in Lotte Wholesale Waru and Lotte Wholesale Mastrip. Data analysis technique used is anova test and multiple linear regression analysis.*

*The result of the anova test shows that there is different perception of logistic service quality level at Lotte Wholesale Waru and Lotte Wholesale Mastrip, besides the result of research using multiple linear regression analysis is variable Logistic Service Quality have positive linear influence to Customer Satisfaction and Customer Loyalty.*

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