

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *order placement activities* dan *order receipt* terhadap kepuasan dan loyalitas khususnya pada JNE berdasarkan persepsi pelanggan. Layanan yang dimiliki JNE sudah didesain sesuai dengan standar agar dapat memberikan kepuasan dan mencapai loyalitas pelanggan. Oleh karena itu, JNE perlu menganalisis pengaruh *order placement activities* dan *order receipt* terhadap *satisfaction* dan *loyalty*.

Pengolahan data dilakukan dengan *Structural Equation Modelling* (SEM) AMOS 22. Teknik pengambilan sampel dalam penelitian ini menggunakan *non – probability sampling* dengan jenis *convenience sampling*. Data diperoleh secara langsung dari responden yang sesuai dengan karakteristik populasi yang ditentukan dengan cara menyebarkan kuesioner. Penelitian ini menggunakan jumlah sampel sebesar 150 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *order placement activities* terhadap *order receipt*. Adanya pengaruh *order receipt* terhadap *satisfaction*. Tidak adanya pengaruh *order placement activities* terhadap *satisfaction*. Penelitian ini juga menunjukkan adanya pengaruh *satisfaction* terhadap *loyalty*.

Kata kunci: Kualitas Layanan Logistik, *Order Placement Activities*, *Order Receipt*, *Satisfaction*, *Loyalty*.

ABSTRACT

The purpose of this research is for knowing and analyzing the influence of order placement activities and order receipt toward satisfaction and loyalty especially at JNE based on the customer's perception. JNE's service has been designed according the standars in order to achive customer satisfaction and customer loyalty. Therefore it is necessary to analyze the influence of JNE's order placement activities and order receipt toward satisfaction and loyalty.

The data tabulation is processed with Structural Equation Modelling (SEM) AMOS 22. The sampling technique in this research is using non – probability sampling that is convenience sampling. The data is acquired directly from the respondent that appopriate with the population characteristic, determined by spreading the questioners. This sample as much as 150.

The result of this research showed the influence of JNE's order placement activities on order receipt. Showed the influence of order receipt on satisfaction. Showed no influence of order placement activities on satisfaction. This research is also showed the influence of satisfaction on loyalty.

Key words: Logistic Service Quality, Order Placement Activities, Order Receipt, Satisfaction, Loyalty.