INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis tentang pengaruh *Logistics Service Quality* terhadap *Customer Satisfaction* dan *Customer Loyalty* pada salah satu retail yang ada di Indonesia yaitu PT. Matahari Department Store.

Pengolahan data dilakukan dengan menggunakan pendekatan kuantitatif dan jenis penelitian ini adalah penelitian kausal. Variabel yang digunakan dalam penelitian ini yaitu *logistics service quality, customer satisfaction,* dan *customer loyalty.* Teknis analisis data yang digunakan adalah Regresi Linear Berganda dengan menggunakan program SPSS 18.0 *for windows*

Penelitian ini menggunakan sampel berupa responden yang pernah berbelanja online di Matahari Department Store minimal 1 kali dalam setahun dengan jumlah sampel yang digunakan dalam penelitian ini sebanyak 200 responden. Hasil penelitian ini menunjukkan adanya pengaruh *Logistics Service Quality* terhadap *Customer Satisfaction* dan *Customer Loyalty* pada Matahari Department Store.

Kata kunci: *Logistics Service Quality, Customer Satisfaction, Customer Loyalty*

ABSTRACT

This study aims to determine and analyze the influence about of Logistics Service Quality to Customer Satisfaction and Customer Loyalty at one retail in Indonesia that is PT. Matahari Department Store.

Data processing is done by using quantitative approach and this type of research is causal research. Variables used in this study are logistics service quality, customer satisfaction and customer loyalty. Technical analysis of data used is multiple linear regression using SPSS 18.0 for windows.

This study used a sample of respondents who have shop online in Matahari Department Store at least once a year with the number of samples used in this study as many as 200 respondents. The results of this study indicate the influence of Logistics Service Quality to Customer Satisfaction and Loyalty on Matahari Department Store.

***Keyword**: Logistics Service Quality, Customer Satisfaction, Customer Loyalty*