

PENGARUH *LOGISTIC SERVICE QUALITY* TERHADAP *SATISFACTION*
DAN *LOYALTY* PELANGGAN DI J&T EXPRESS

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ABSTRAK

Skripsi ini membahas untuk mengetahui dan menganalisis pengaruh *logistic service quality* terhadap *satisfaction* dan *loyalty* dengan 5 dimensi *logistic service quality* (*information quality, ordering procedures, timeliness, order condition, dan order discrepancy handling*) khususnya pada J&T Express berdasarkan persepsi pelanggan. Layanan yang dimiliki J&T Express sudah didesain sesuai standar agar dapat memberikan kepuasan dan mencapai loyalitas pelanggan. Oleh karena itu J&T Express perlu menganalisis pengaruh *logistic service quality* terhadap *satisfaction* dan *loyalty*. Pengolahan data dilakukan dengan *Structural Equation Modelling* (SEM). 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 perusahaan. Hasil penelitian ini menunjukkan adanya pengaruh *logistic service quality* J&T Express terhadap *satisfaction* pelanggan. Menunjukkan adanya pengaruh *logistic service quality* J&T Express terhadap *loyalty* pelanggan. Penelitian ini juga menunjukkan adanya pengaruh *satisfaction* terhadap *loyalty*.

Kata kunci : *Logistic Service Quality, Satisfaction, Loyalty*

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ABSTRACT

This thesis discusses to find out and analyze the influence of logistic service quality on satisfaction and loyalty with 5 dimensions of logistics service quality (information quality, ordering procedures, timeliness, order conditions, and order discrepancy handling) especially on J&T Express based on customer perceptions. The services owned by J&T Express have been designed according to standards in order to provide satisfaction and achieve customer loyalty. Therefore J&T Express needs to analyze the influence of logistic service quality on satisfaction and loyalty. Data processing is done by Structural Equation Modeling (SEM). The sampling technique in this study uses non probability sampling with the type of convenience sampling. Data obtained directly from respondents in accordance with the population characteristics determined by distributing questionnaires. This study uses a sample size of 150 company respondents. The results of this study indicate the influence of J & T Express's logistic service quality on customer satisfaction. Shows the influence of J&T Express's logistic service quality on customer loyalty. This study also shows the influence of satisfaction on loyalty.

Keywords : Logistic Service Quality, Satisfaction, Loyalty