

PENGARUH FAKTOR-FAKTOR *LOGISTICS SERVICE QUALITY*  
TERHADAP *CUSTOMER SATISFACTION* PADA PERUSAHAAN *E-*  
*COMMERCE* TOKOPEDIA

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**INTISARI**

Penelitian ini bertujuan untuk membuktikan pengaruh dari *communication service quality*, *delivery service quality*, *after-sales service quality*, dan *staff service quality* terhadap *customer satisfaction* pada perusahaan *e-commerce* Tokopedia. Jenis penelitian yang digunakan adalah *basic business research* dengan tujuan *causal* dan pendekatan penelitian kuantitatif. Penelitian ini menggunakan pelanggan Tokopedia sebagai sampel penelitian dengan karakteristik pelanggan yang pernah berbelanja di Tokopedia dalam kurun waktu satu tahun terakhir dan pernah mengalami ketidaksesuaian produk. Responden yang digunakan dalam penelitian ini berjumlah 150 orang. Analisis dalam penelitian ini adalah *pearson correlation* dan analisis regresi linear berganda, yang kemudian diolah dengan menggunakan *software* SPSS versi 16 *for windows* yang digunakan untuk pengujian korelasi dan pengaruh antara variabel independen dan variabel dependen yang diteliti.

Hasil penelitian ini menunjukkan bahwa *communication service quality*, *delivery service quality*, *after-sales service quality*, *staff service quality* memiliki korelasi dan berpengaruh positif signifikan terhadap *customer satisfaction*.

Kata kunci : *communication service quality*, *delivery service quality*, dan *after-sales service quality*, *staff service quality*, *customer satisfaction*.

*THE INFLUENCE OF LOGISTICS SERVICE QUALITY'S FACTORS ON  
CUSTOMER SATISFACTION IN THE E-COMMERCE COMPANY TOKOPEDIA*

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*ABSTRACT*

*This study aims to prove the effect of communication service quality, delivery service quality, after-sales service quality, and staff service quality on customer satisfaction in the e-commerce company Tokopedia. The type of research used is basic business research with causal objectives and quantitative research approaches. This study uses a sample of Tokopedia customers who have shopped at Tokopedia in the past a year and have experienced on product discrepancies.. The number of respondents used in this study was 150 people. The analysis in this study is Pearson correlation and multiple linear regression analysis, which is then processed using SPSS version 16 for windows software used to test the correlation and effect between the independent variables and the dependent variables that studied.*

*The results of this study show that communication service quality, delivery service quality, after-sales service quality, and staff service quality have a correlation and significant positive influence on customer satisfaction.*

*Keywords: communication service quality, delivery service quality, after-sales service quality, staff service quality, customer satisfaction.*