

PENGARUH *LOGISTICS SERVICE QUALITY* TERHADAP *CUSTOMER LOYALTY*
DENGAN *CUSTOMER SATISFACTION* PADA PENGGUNA JASA LOGISTIK

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ABSTRAK

Merosotnya perkembangan bisnis logistik sebab Covid-19 mengakibatkan persaingan semakin sengit. Kondisi ini memaksa setiap perusahaan memiliki strategi tepat agar dapat tetap survive. Menghadapi persaingan yang semakin ketat, semakin penting dalam menjaga hubungan baik dengan pelanggan. Kepuasan pelanggan menjadi salah satu faktor pemicu dalam menjaga hubungan dengan pelanggan. Tujuan dalam penelitian ini adalah untuk mengetahui pengaruh *logistics service quality* terhadap *customer satisfaction* dan *customer loyalty* pada pengguna jasa logistik di Surabaya; serta untuk mengetahui pengaruh *customer satisfaction* terhadap *customer loyalty* pada pengguna jasa logistik di Surabaya. Metode kuantitatif digunakan dalam penelitian ini. Jenis data yang digunakan adalah data kuantitatif dengan sumber data primer. Populasi pada studi ini ialah pengguna jasa logistik di Surabaya yang telah menjadi pelanggan minimal 1 tahun berusia sekitar 18-55 tahun, dengan jumlah sampel sebanyak 110 responden. Pengumpulan data dilakukan dengan kuesioner. Teknik analisis dalam penelitian ini menggunakan analisis SEM-PLS. Hasil analisis dalam penelitian ini adalah: (1) *Logistics Service Quality* mempunyai pengaruh signifikan akan *Customer Satisfaction*; (2) *Logistics Service Quality* mempunyai pengaruh signifikan akan *Customer Loyalty*; (3) *Customer Satisfaction* mempunyai pengaruh signifikan akan *Customer Loyalty*.

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

*THE EFFECT OF LOGISTICS SERVICE QUALITY ON CUSTOMER LOYALTY WITH
CUSTOMER SATISFACTION AS MODERATION
ON LOGISTIC SERVICE USERS*

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ABSTRACT

The decline in the development of the logistics business due to Covid-19 has resulted in increasingly fierce competition. This condition forces every company to have the right strategy in order to survive. Facing increasingly fierce competition, it is increasingly important to maintain good relationships with customers. Customer satisfaction is one of the triggering factors in maintaining relationships with customers. The purpose of this study was to determine the effect of logistics service quality on customer satisfaction and customer loyalty to logistics service users in Surabaya; and to determine the effect of customer satisfaction on customer loyalty to logistics service users in Surabaya. Quantitative methods are used in this study. The type of data used is quantitative data with primary data sources. The population in this study are users of logistics services in Surabaya who have been customers for at least 1 year aged around 18-55 years, with a total sample of 110 respondents. Data was collected by means of a questionnaire. The analysis technique in this study uses SEM-PLS analysis. The results of the analysis in this study are: (1) Logistics Service Quality has a significant influence on Customer Satisfaction; (2) Logistics Service Quality has a significant influence on Customer Loyalty; (3) Customer Satisfaction has a significant influence on Customer Loyalty.

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