

**PENGARUH *TIMELINESS, CONDITION, AVIABILITY* TERHADAP  
*CUSTOMER SATISFACTION* DAN *LOYALTY* PADA KONSUMEN JNE DI  
PAPUA**

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**INTISARI**

Tantangan sektor logistik Indonesia pada tahun 2020 antara lain kebutuhan penanganan terhadap barang kebutuhan pokok yang sebagian besar komoditasnya bersifat *perishable*, musiman, dan rantai distribusi yang panjang. Sektor logistik Indonesia juga belum menerapkan standardisasi, baik untuk transportasi dan pergudangan. Standardisasi diperlukan untuk efisiensi logistik dan menjadi syarat penerapan digitalisasi dalam proses-proses logistik. ([www.maritim.com](http://www.maritim.com)). Penelitian ini bertujuan untuk menguji kembali pengaruh variabel *timeliness, condition, aviability, customer satisfaction* dan *customer loyalty* pada konsumen JNE di Papua. Penelitian ini merupakan jenis penelitian kuantitatif dengan pendekatan kausal yang menggunakan *structural equation modeling method* dan *software* AMOS 22. Hasil penelitian menunjukkan seluruh hipotesis signifikan terdukung, kecuali *timeliness, condition, aviability, customer satisfaction* terhadap *customer loyalty*

Kata Kunci: *timeliness, condition, aviability, customer satisfaction* dan *customer loyalty*

***THE EFFECT OF TIMELINESS, CONDITION, AVIABILITY ON  
CUSTOMER SATISFACTION AND LOYALTY ON JNE CONSUMERS IN  
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***ABSTRACT***

*The challenges of the Indonesian logistics sector in 2020 include the need for handling basic goods, most of which are perishable, seasonal, and long distribution chains. Indonesia's logistics sector has not yet implemented standardization, both for transportation and warehousing. Standardization is needed for logistics efficiency and is a requirement for the application of digitization in logistics processes. (www.maritim.com). This study aims to re-examine the effect of timeliness, condition, aviability, customer satisfaction and customer loyalty variables on JNE consumers in Papua. This research is a type of quantitative research with a causal approach that uses the structural equation modeling method and AMOS 22 software. The results show that all significant hypotheses are supported, except for timeliness, condition, aviability, customer satisfaction on customer loyalty.*

*Keywords: timeliness, condition, aviability, customer satisfaction and customer loyalty*