

PENGARUH LOGISTIC SERVICE QUALITY TERHADAP CUSTOMER SATISFACTION KONSUMEN J&T DI INDONESIA

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ABSTRAK

Perkembangan bisnis jasa pengiriman disebabkan semakin meningkatnya jumlah penjualan produk secara *online*. Wabah corona menjadikan bisnis jasa pengiriman mengalami peningkatan secara signifikan. Adanya peraturan PSBB membuat orang lebih menyukai berbelanja secara *online*. J&T menduduki peringkat ketiga dalam 10 layanan kurir terbaik dalam mengirimkan paket kepada konsumennya meskipun J&T baru saja masuk dalam bisnis pengiriman di tahun 2015. Penelitian ini bertujuan untuk mengetahui pengaruh *personnel contact quality, timeliness, order condition, order discrepancy handling, operational information sharing* terhadap *customer satisfaction* J&T Indonesia. Penelitian dengan berbasis *causal research* diuji secara empiris dengan menggunakan data kuesioner sejumlah 110 responden. Analisis penelitian ini menggunakan SEM (*Structural Equation Modeling*) dengan *software* SPSS 18 dan *software* AMOS 22. Hasil penelitian menunjukkan bahwa *personnel contact quality, timeliness, order condition, order discrepancy handling, operational information sharing* berpengaruh signifikan terhadap *customer satisfaction*.

Kata Kunci: *Personnel Contact Quality, Timeliness, Order Conditions, Operational Information Sharing, Customer Satisfaction*

***INFLUENCE OF LOGISTIC SERVICE QUALITY ON J&T CUSTOMER
SATISFACTION IN INDONESIA***

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ABSTRACT

The development of the shipping service business is due to the increasing number of online product sales. The corona outbreak has made the shipping service business experience a significant increase. The existence of PSBB regulations makes people prefer to shop online. J&T ranks third in the 10 best courier services in delivering packages to consumers even though J&T has just entered the delivery business in 2015. This study aims to determine the effect of personnel contact quality, timeliness, order conditions, order discrepancy handling, operational information sharing on customers satisfaction J&T Indonesia. Research based on causal research was tested empirically by using 110 respondents. The analysis of this study used SEM (Structural Equation Modeling) with SPSS 18 software and AMOS 22 software. The results showed that personnel contact quality, timeliness, order conditions, order discrepancy handling, operational information sharing had a significant effect on customer satisfaction.

Keywords: Personnel Contact Quality, Timeliness, Order Conditions, Operational Information Sharing, Customer Satisfaction