

PENGARUH *LOGISTICS CAPABILITIES* TERHADAP *CUSTOMER SATISFACTION* MELALUI *LOGISTICS SERVICE QUALITY* PADA PT KAWI INDAH EXPRESS DI SURABAYA

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ABSTRAK

Perusahaan ekspedisi sebagai salah satu perusahaan transportasi memegang peranan penting dalam saluran distribusi antara satu daerah dengan daerah yang lain. Tujuan dalam penelitian ini adalah untuk menganalisis pengaruh positif secara langsung *Logistics Capabilities* terhadap *Logistics Service Quality* dan *Logistics Capabilities* terhadap *Customer Satisfaction* serta untuk menganalisis pengaruh secara tidak langsung *Logistics Capabilities* terhadap *Customer Satisfaction* melalui *Logistics Service quality*. Pada penelitian ini yang digunakan adalah metode kausal. Sampel dalam penelitian ini adalah 79 konsumen PT Kawi Indah Express di Surabaya. Teknik analisis dalam penelitian ini menggunakan analisis *SEM-PLS*. Hasil analisis dalam penelitian ini adalah: (1) *Logistics Capabilities* berpengaruh signifikan secara langsung terhadap *Logistic Service Quality*; (2) *Logistics Capabilities* berpengaruh signifikan secara langsung terhadap *Customer Satisfaction*; (3) *Logistics Service Quality* berpengaruh signifikan secara langsung terhadap *Customer Satisfaction*; dan (4) *Logistics Capabilities* berpengaruh signifikan secara tidak langsung terhadap *Customer Satisfaction* melalui *Logistics Service Quality*.

Kata kunci: Logistik, kapabilitas logistik, kualitas layanan logistik, kepuasan konsumen

THE EFFECT OF LOGISTIC CAPABILITIES ON CUSTOMER
SATISFACTION THROUGH LOGISTIC SERVICE QUALITY
AT PT KAWI INDAH EXPRESS IN SURABAYA

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ABSTRACT

The freight forwarder as a transportation company plays an important role in the distribution channel from one area to another. The purpose of this study is to analyze the direct positive effect of logistics capabilities on Logistics Service Quality and Logistics Capabilities on Customer Satisfaction and to analyze the indirect effect of Logistics Capabilities on Customer Satisfaction through Logistics Service Quality. In this study, the causal method is used. The sample in this study were 79 consumers of PT Kawi Indah Express in Surabaya. The analysis technique in this research is using SEM-PLS analysis. The results of the analysis in this study are: (1) Logistics Capabilities have a significant direct effect on Logistics Service Quality; (2) Logistics Capabilities have a significant direct effect on Customer Satisfaction; (3) Logistics Service Quality has a significant direct effect on Customer Satisfaction; and (4) Logistics Capabilities have an indirect significant effect on Customer Satisfaction through Logistics Service Quality.

Keywords: *Logistics, logistics capabilities, logistics service quality, customer satisfaction*