

**PENGARUH *OMNICHANNEL LOGISTICS SERVICE QUALITY*
TERHADAP *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY*
ACE HARDWARE INDONESIA DI SURABAYA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *omnichannel logistics service quality* terhadap *customer satisfaction* dan *customer loyalty* ACE Hardware Indonesia di Surabaya. Metode penelitian ini menggunakan survey kepada 300 responden di Surabaya yang pernah berbelanja di ACE Hardware Indonesia dan menggunakan beberapa metode berbelanja baik secara *online* maupun *offline*. Penelitian ini menggunakan bantuan *software* IBM SPSS 25.0 untuk menguji validitas dan reliabilitas tahap 1 serta *software* AMOS 23.0 untuk menguji model penelitian.

Hasil penelitian ini menunjukkan hasil yang beragam sesuai dengan skenario pembelian yang dipilih. Dimana *Logistics Service Quality* tidak berpengaruh terhadap *Customer Satisfaction* ACE Hardware Indonesia di Surabaya pada skenario *Buy-Online-Ship-Direct* (BOSD) dan *Buy-In-Store-Ship-Direct* (BSSD), namun memiliki pengaruh terhadap skenario *Buy-Online-Pickup-In-Store* (BOPS). Selanjutnya, *Logistics Service Quality* berpengaruh terhadap *Customer Loyalty* ACE Hardware Indonesia di Surabaya pada skenario *Buy-Online-Pickup-In-Store* (BOPS) dan *Buy-In-Store-Ship-Direct* (BSSD), namun tidak berpengaruh pada skenario *Buy-Online-Ship-Direct* (BOSD). Serta *Customer Satisfaction* berpengaruh terhadap *Customer Loyalty* ACE Hardware Indonesia pada skenario *Buy-Online-Ship-Direct* (BOSD) dan *Buy-Online-Pickup-In-Store* (BOPS), namun tidak berpengaruh pada skenario *Buy-In-Store-Ship-Direct* (BSSD).

Kata kunci: *Omnichannel, Logistics Service Quality, Customer Satisfaction, Customer Loyalty, Purchase Scenarios*

***THE EFFECT OF OMNICHANNEL LOGISTICS SERVICE QUALITY ON
CUSTOMER SATISFACTION AND CUSTOMER LOYALTY ACE
HARDWARE INDONESIA AT SURABAYA***

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ABSTRACT

This study aims to determine the effect of omnichannel logistics service quality on customer satisfaction and customer loyalty ACE Hardware Indonesia in Surabaya. This research method uses a survey of 300 respondents in Surabaya who have shopped at ACE Hardware Indonesia and uses several shopping methods both online and offline. This research uses IBM SPSS 25.0 software to test the validity and reliability of phase 1 and AMOS 23.0 software to test the research model.

The results of this study show various results according to the selected purchase scenario. Where Logistics Service Quality has no effect on Customer Satisfaction ACE Hardware Indonesia in Surabaya in the Buy-Online-Ship-Direct (BOSD) and Buy-In-Store-Ship-Direct (BSSD) scenarios, but has an influence on the Buy-Online-Pickup scenario. -In-Store (BOPS). Furthermore, Logistics Service Quality has an effect on Customer Loyalty of ACE Hardware Indonesia in Surabaya in the Buy-Online-Pickup-In-Store (BOPS) and Buy-In-Store-Ship-Direct (BSSD) scenarios, but has no effect on the Buy-Online scenario. -Ship-Direct (BOSD). And Customer Satisfaction affects ACE Hardware Indonesia's Customer Loyalty in the Buy-Online-Ship-Direct (BOSD) and Buy-Online-Pickup-In-Store (BOPS) scenarios, but has no effect on the Buy-In-Store-Ship-Direct scenario. (BSSD).

Keywords: Omnichannel, Logistics Service Quality, Customer Satisfaction, Customer Loyalty, Purchase Scenarios