PENGARUH *LOGISTIC SERVICE QUALITY* TERHADAP *E- CUSTOMER SATISFACTION* PADA SOCIOLLA DI SURABAYA

Sherly Puspita Sari

Manajemen Jejaring Bisnis

Fitri Novika Widjaja

Veny Megawati

ABSTRAK

Penelitian ini dilakukan untuk menganalis dan menguji pengaruh kualitas layanan logistik, yaitu; *avaliablity*, *product quality and condition, delivery time, shipping cost, delivery reliability, consumer complaints and return policy, information quality* pada presepsi dan kepuasan pelanggan elektronik Sociolla di Surabaya. Jenis penelitian yang digunakan adalah basic reasearch yang menggunakan aras skala interval 1 sampai 5. Sampel yang digunakan dalam peneliatain ini seebesar 157 responden. Metode yang digunakan untuk dalam penelitian ini menggunakan sofware IBM SPSS 24 yang digunakan untuk uji validitas dan reabilitas. Untuk pengolahan data menggunakan metode PLS-SEM (Partial Least Square-Structural Equation Model) dengan sofware SmartPLS 3.0. hasil penelitian ini menunjukkan bahwa variabel *avaliablity*, *product quality and condition, delivery time, shipping cost, delivery reliability, consumer complaints and return policy, information quality* berpengaruh positif signifikan terhadap *e-customer perception* and *satisfaction*.

Kata kunci : *logistic service quality, e-customer satisfaction, delivery reliability*

PENGARUH *LOGISTIC SERVICE QUALITY* TERHADAP *E- CUSTOMER SATISFACTION* PADA SOCIOLLA DI SURABAYA

Sherly Puspita Sari

Manajemen Jejaring Bisnis

Fitri Novika Widjaja

Veny Megawati

ABSTRACT

This study was conducted to analyze and test the effect of logistics service quality, namely; availability, product quality and condition, delivery time, shipping cost, delivery reliability, consumer complaints and return policy, information quality on Sociolla electronics customer perception and satisfaction in Surabaya. The type of research used is basic research using an interval scale level of 1 to 5. The sample used in this research is 157 respondents. The method used in this study uses IBM SPSS 24 software which is used to test the validity and reliability. For data processing using the PLS-SEM (Partial Least Square-Structural Equation Model) method with SmartPLS 3.0 software. The results of this study indicate that the variables avaliability, product quality and condition, delivery time, shipping costs, delivery reliability, consumer complaints and return policies, information quality have a significant positive effect on e-customer perception and satisfaction

Keywords: *logistic service quality, e-customer satisfaction, delivery reliability*