

**PENGARUH *LOGISTIC SERVICE QUALITY* TERHADAP
CUSTOMER SATISFACTION PADA LAYANAN PENGIRIMAN
DEPO BANGUNAN GEDANGAN**

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ABSTRAK

Kementerian Pekerjaan Umum dan Perumahan Rakyat (PUPR) merencanakan untuk membangun proyek infrastruktur yang akan dilakukan pada tahun 2020 hingga tahun 2024. Peningkatan pembangunan di daerah perkotaan telah mendorong peluang dalam memulai bisnis yang menawarkan berbagai macam produk bahan bangunan untuk konstruksi, renovasi dan kebutuhan sehari-hari, salah satunya adalah Depo Bangunan. Penelitian ini dilakukan karena adanya *research gap* antara penelitian yang telah dilakukan oleh Uvet, (2020) dan Akil & Ungan, (2022). Tujuan penelitian ini untuk mengetahui dan menganalisis pengaruh *Personnel Contact Quality, Timeliness, Order Discrepancy Handling, Order Condition, Operational Information Sharing*, terhadap *Customer Satisfaction* pada layanan pengiriman Depo Bangunan Gedangan. Metode penelitian ini merupakan *Structural Equation Model (SEM)* yang diolah menggunakan *software SmartPLS*. Penelitian ini menemukan bahwa seluruh variabel independen yakni *Personnel Contact Quality, Timeliness, Order Discrepancy Handling, Order Condition, Operational Information Sharing* berpengaruh signifikan terhadap *Customer Satisfaction* pada layanan pengiriman Depo Bangunan Gedangan.

Kata Kunci : Kualitas Layanan Logistik, Kepuasan Pelanggan, Loyalitas Pelanggan

***THE EFFECT OF LOGISTIC SERVICE QUALITY ON
CUSTOMER SATISFACTION AND LOYALTY IN THE STUDY OF
DEPO BANGUNAN GEDANGAN***

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ABSTRACT

The Ministry of Public Works and Public Housing (PUPR) plans to build infrastructure projects to be carried out in 2020 to 2024. The increase in development in urban areas has driven opportunities to start businesses that offer a wide range of building material products for construction, renovation and daily needs. day, one of which is the Depo Bangunan Gedangan. This research was conducted because there was a research gap between research that had been conducted by Uvet, (2020) and Akil & Ugan, (2022). The purpose of this study was to determine and analyze the influence of Personnel Contact Quality, Timeliness, Order Discrepancy Handling, Order Conditions, Operational Information Sharing, on Customer Satisfaction at Depo Bangunan Gedangan delivery services. This research method is a Structural Equation Model (SEM) which is processed using SmartPLS software. This study found that all independent variables, namely Personnel Contact Quality, Timeliness, Order Discrepancy Handling, Order Conditions, Operational Information Sharing, had a positive and significant effect on Customer Satisfaction at Depo Bangunan Gedangan delivery services.

Keywords : *Logistics Service Quality, Customer Satisfaction, Customer Loyalty*