

PENGARUH *LOGISTICS SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION* PADA LAZADA INDONESIA

Elza Aurelia Shafina Putri
Manajemen Jejaring bisnis

Juliani Dyah Trisnawati
Veny Megawati

ABSTRAK

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh *logistics service quality*, yaitu: *product availability, product quality and condition, delivery time, shipping costs, delivery reliability, consumer complaints and return policy, dan information quality* terhadap *customer satisfaction* pada Lazada Indonesia. Jenis penelitian yang digunakan adalah *basic research* dengan menggunakan pendekatan penelitian kuantitatif. Penelitian ini menggunakan kuesioner dengan jumlah 300 responden. Penelitian ini menggunakan metode *structural equation model* (SEM) dan menggunakan *software* SPSS 26 dan AMOS 26 untuk pengolahan data. Hasil dari pengujian hipotesis dalam penelitian ini menunjukkan bahwa *product availability, product quality and condition, delivery time, shipping costs, delivery reliability, consumer complaints and return policy, dan information quality* berpengaruh positif signifikan terhadap *customer satisfaction*.

Kata kunci: kualitas layanan logistik, kepuasan pelanggan, pengiriman

*THE EFFECT OF LOGISTICS SERVICE QUALITY ON CUSTOMER
SATISFACTION AT LAZADA INDONESIA*

Elza Aurelia Shafina Putri
Business Networking Management

Juliani Dyah Trisnawati
Veny Megawati

ABSTRACT

The purpose of this study is to analyze the effect of logistic service quality, namely: product availability, product quality and condition, delivery time, shipping costs, delivery reliability, consumer complaints and return policy, and information quality on customer satisfaction at Lazada Indonesia. The type of research used is basic research using a quantitative research approach. This research used a questionnaire with a total of 300 respondents. This research uses the structural equation model (SEM) and uses SPSS 26 and AMOS 26 software for data processing. The result of hypothesis testing in this research shows that product availability, product quality and condition, delivery time, shipping costs, delivery reliability, consumer complaints and return policy, and information quality have a significant positive effect on customer satisfaction.

Keywords: logistics service quality, customer satisfaction, delivery

