

PENGARUH *LOGISTICS SERVICE QUALITY* TERHADAP *CUSTOMER SATIISFACTION* PADA SHOPEE EXPRESS INDONESIA

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *personnel contact quality*, *timeliness*, *order condition*, *order discrepancy handling*, *operational informaion sharing* terhadap *customer satisfaction* pada perusahaan jasa pengiriman Shopee Express Indonesia. Penelitian ini menggunakan metode *stuctural equation model* (SEM), menggunakan aplikasi *software* AMOS 25. Penelitian ini menggunakan teknik sampel *non-probability sampling* yang berhasil mendapatkan 213 responden yang berusia 18 tahun keatas, dengan memiliki latar belakang pendidikan minimal SMA, serta pernah melakukan pembelian produk secara *online* menggunakan jasa pengirian Shopee Express dalam kurun waktu 3 bulan. Hasil dalam penelitian ini bahwa variabel *personnel contact quality*, *order condition*, dan *operational information sharing* tidak berpengaruh signifikan terhadap *customer satisfaction*. Variabel *timeliness* dan *order discrepancy handling* berpengaruh signifikan terhadap *customer satisfaction*.

Kata kunci: *Logistics Service Quality*, *Timeliness*, *Order Discrepancy Handling*, *Customer Satisfaction*.

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ABSTRACT

This study aims to examine the effect of personnel contact quality, timeliness, order condition, order discrepancy handling, operational informaion sharing on customer satisfaction at the shipping service company Shopee Express Indonesia. This study uses the structural equation model (SEM) method, using the AMOS 25 software application. This study uses a non-probability sampling technique which succeeded in getting 213 respondents aged 18 years and over, with a minimum high school educational background, and have purchased products online using Shopee Express delivery services within 3 months. The results in this study show that the variables of personnel contact quality, order conditions, and operational information sharing do not have a significant effect on customer satisfaction. Timeliness and order discrepancy handling variables have a significant effect on customer satisfaction.

Keyword: *Logistics Service Quality, Timeliness, Order Discrepancy Handling, Customer Satisfaction.*