

# **PENGARUH *LOGISTIC SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION* PADA TOKOPEDIA DI INDONESIA**

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## **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh faktor-faktor *logistic service quality* terhadap *customer satisfaction* dan *customer loyalty* pada Tokopedia. Responden penelitian adalah 220 konsumen Tokopedia di Indonesia yang pernah melakukan transaksi dalam satu tahun terakhir. Teknik analisis data menggunakan *Structural Equation Modeling* (SEM) dengan pendekatan *Partial Least Squares* (PLS). Hasil penelitian menunjukkan bahwa *order accuracy*, *order condition*, dan *timeliness* tidak berpengaruh signifikan terhadap *customer satisfaction*. Selanjutnya, *customer satisfaction* juga terbukti berpengaruh positif signifikan terhadap *customer loyalty*. Temuan ini mengindikasikan pentingnya kualitas layanan logistik dalam meningkatkan kepuasan dan loyalitas pelanggan Tokopedia.

**Kata kunci:** *logistic service quality*, *order accuracy*, *order condition*, *timeliness*, *order discrepancy handling*, *customer satisfaction*, *customer loyalty*

***THE EFFECT OF LOGISTICS SERVICE QUALITY ON CUSTOMER  
SATISFACTION IN TOKOPEDIA IN INDONESIA***

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***ABSTRACT***

*This study aims to analyze the effect of logistic service quality factors on customer satisfaction and customer loyalty on Tokopedia. The research respondents were 220 Tokopedia consumers in Indonesia who had made transactions in the past year. The data analysis technique uses Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach. The results showed that order accuracy, order condition, and timeliness had no significant effect on customer satisfaction. Furthermore, customer satisfaction is also proven to have a significant positive effect on customer loyalty. These findings indicate the importance of logistics service quality in increasing Tokopedia's customer satisfaction and loyalty.*

***Keywords:*** *logistic service quality, order accuracy, order condition, timeliness, order discrepancy handling, customer satisfaction, customer loyalty*