

PENGARUH *LOGISTIC SERVICE QUALITY* TERHADAP *CUSTOMER SATISFACTION* DAN *LOYALTY* PADA NINJA EXPRESS DI INDONESIA

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ABSTRAK

Penelitian ini bertujuan menguji pengaruh *logistic service quality* terhadap *customer satisfaction* dan *customer loyalty* pada Ninja Express di Indonesia. Responden dalam penelitian ini adalah konsumen Ninja Express di Indonesia. Data yang diambil dalam penelitian ini sebanyak 220 responden yang kemudian dianalisis menggunakan *software IBM SPSS Statistics 27* dan *software SmartPLS 3*. Setelah melakukan pengolahan data didapatkan hasil bahwa pengaruh *logistic service quality* terhadap *customer satisfaction* pada Ninja Express di Indonesia terdukung serta pengaruh *customer satisfaction* terhadap *customer loyalty* pada Ninja Express di Indonesia terdukung.

Kata kunci: *logistic service quality, customer satisfaction, customer loyalty.*

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ABSTRACT

This study aims to examine the influence of logistics service quality on customer satisfaction and customer loyalty in Ninja Express in Indonesia. The respondents in this study are Ninja Express consumers in Indonesia. The data taken in this study was 220 respondents which were then analyzed using IBM SPSS Statistics 27 software and SmartPLS 3 software. After processing the data, it was found that the influence of logistics service quality on customer satisfaction on Ninja Express in Indonesia was supported and the influence of customer satisfaction on customer loyalty on Ninja Express in Indonesia was supported.

Keywords: *logistic service quality, customer satisfaction, customer loyalty.*