

ABSTRAK

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ANALISI PENGARUH ANALISIS PENGARUH FINANCIAL BONDING STRATEGIES, BASIC OPERATIONS, INTERMODAL OPERATIONS, DAN SOCIAL STRATEGIES TERHADAP CUSTOMER SATISFACTION DAN CUSTOMER LOYALTY PELANGGAN J&T EXPRESS DI SURABAYA

(xvi + 166 halaman: 14 gambar, 49 tabel; 4 lampiran)

Belanja melalui platform daring sudah sangat tidak asing bagi masyarakat Indonesia. Hal ini didukung dengan bermunculannya platform belanja online yang meningkat. Terutama, sejak pandemi COVID-19 masuk ke Indonesia menyebabkan situasi berubah secara drastis, salah satunya adalah kegiatan berbelanja yang dilakukan secara online melalui berbagai platform daring seperti media sosial dan e-commerce yang menyebabkan kegiatan berbelanja online meningkat dengan pesat. Akibat meningkatnya kegiatan berbelanja online, hal ini turut meningkatkan peluang bagi jasa pengiriman barang yang ada karena seluruh e-commerce bekerja sama dengan berbagai jasa pengiriman.

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh financial bonding strategies, basic operations, intermodal operations, dan social strategies terhadap customer satisfaction dan customer loyalty pelanggan J&T di Surabaya. Manfaat dari penelitian ini adalah untuk menambah wawasan khususnya mengetahui seberapa besar pengaruh dari financial bonding strategies, basic operations, intermodal operations, dan social strategies sehingga dapat meningkatkan customer satisfaction dan customer loyalty.

Penelitian ini merupakan penelitian yang bersifat kausal dengan menggunakan metode kuantitatif yang dibantu dengan program SPSS 22.0. Pengumpulan data dilakukan dengan menggunakan teknik snowball sampling kepada 106 responden dengan karakteristik responden yaitu berjenis kelamin pria dan wanita, bertempat tinggal di Surabaya, berusia 18-60 tahun (Kotler dan Armstrong, 2010), berdomisili di Surabaya, telah menggunakan layanan J&T Express minimal 2 kali dalam 6 bulan terakhir, berkomunikasi dengan karyawan J&T Express minimal 2 kali dalam 6 bulan terakhir.

Pada penelitian ini, ditemukan variabel yang mempengaruhi Customer Satisfaction yaitu Basic Operations, Intermodal Operations, dan Social Strategies. Sedangkan, yang berpengaruh signifikan terhadap customer loyalty yaitu financial bonding strategies, social strategies, dan customer satisfaction. Hipotesis yang tidak berpengaruh signifikan merupakan financial bonding strategies terhadap customer satisfaction dan basic operations & intermodal operations terhadap customer loyalty.

Kata kunci: *financial bonding strategies, basic operations, intermodal operations, social strategies, customer satisfaction, customer loyalty.*

ABSTRACT

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AN ANALYSIS OF THE INFLUENCE OF FINANCIAL BONDING STRATEGIES, BASIC OPERATIONS, INTERMODAL OPERATIONS, AND SOCIAL STRATEGIES ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY AMONG J&T EXPRESS' CUSTOMERS IN SURABAYA

(xvi + 166 pages: 14 pictures, 49 tables; 4 attachments)

Shop on internet platforms already very familiar to Indonesians. It's supported by the increase in online shopping platforms. Especially, since the COVID-19 pandemic entered Indonesia caused the situation to changed drastically, one of them is shopping activity that carried out through online platforms, such as social media and e-commerce, which causes online shopping activities increase rapidly. This also increases opportunities for expedition because all e-commerce cooperate with various expeditions.

The purpose of this study is to determine the effect of financial bonding strategies, basic operations, intermodal operations, and social strategies on customer satisfaction and loyalty of J&T Express' customers in Surabaya. The benefits of this research is to increase knowledge and to find out how much influence financial bonding strategies, basic operations, intermodal operations, and social strategies have so that it can increase customer satisfaction and customer loyalty.

This research is causal research, using quantitative methods assisted by the statistical program SPSS 22.0. Data collection was carried out by distributing questionnaires with the snowball sampling technique to 106 respondents who had characteristics male or female respondents who were aged 18-60 years, domiciled in Surabaya, had used service of J&T Express at least twice in the last 6 months, and communicate with the employee of J&T Express at least twice in the last 6 months.

The results of the research showed that the variables of basic operations, intermodal operations, dan social strategies has a significant effects on customer satisfaction, and those that do not have a significant effect is financial bonding strategies. Then the variables of financial bonding strategies, social strategies, and customer satisfaction has a significant effects on customer loyalty, and those that do not have a significant effect are basic operations and intermodal operations.

Keywords: financial bonding strategies, basic operations, intermodal operations, social strategies, customer satisfaction, customer loyalty.