

## ABSTRAK

Renaldo (01619220009)

### **Pengaruh *Service Quality, Location, Price* dan *Customer Satisfaction* terhadap *Repurchase Intention* pada J&T Express**

(xiii + 69 halaman; 10 gambar; 14 tabel; 4 lampiran)

Kemajuan teknologi dan inovasi yang terjadi sejak tahun 2000 telah membawa kondisi ekonomi Indonesia menjadi serba digital dan *online*. Munculnya bisnis yang dilakukan secara *online* akhirnya membutuhkan layanan pengantaran barang atau logistik sebagai pendukung agar memudahkan para pebisnis mengirimkan barang kepada pembelinya. Penelitian ini bertujuan untuk mengetahui sebuah perusahaan yang bergerak dibidang logistik yang telah berdiri sejak tahun 2015. Penelitian ini bertujuan mengetahui pengaruh dari *Service Quality, Location, dan Price* terhadap *Repurchase Intention* pada J&T Express melalui mediasi variabel *Customer Satisfaction*. Penelitian ini menggunakan metode pengumpulan data kuantitatif melalui *google form*, sebanyak 161 responden telah didapat dan dianalisis menggunakan Smart-PLS. Hasil penelitian ini menunjukkan bahwa *Service Quality, Location, dan Price* berpengaruh positif terhadap variabel dependen yakni *Repurchase Intention* maupun terhadap variabel mediasi *Customer Satisfaction*.

Referensi: 67 (1996-2023)

Kata Kunci: *service quality, location, price, customer satisfaction, repurchase intention*

## **ABSTRACT**

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***The Impact of Service Quality, Location, Price and Customer Satisfaction on Repurchase Intention at J&T Express***

*(xiii + 69 pages; 10 figures; 14 tables; 4 appendices)*

*The technological advancements and innovations since the year 2000 have transformed the economic landscape of Indonesia into a digitally dominated and online-centric environment. The emergence of online businesses has necessitated the need for goods delivery or logistics services to support entrepreneurs in shipping products to their buyers. This study aims to explore a logistics company that has been operational since 2015. It specifically investigates the impact of Service Quality, Location, and Price on Repurchase Intention at J&T Express, considering Customer Satisfaction as a mediating variable. The research was conducted using a quantitative data collection method through a Google Form survey, with 161 respondents participating. The data were analyzed using Smart-PLS. The findings of this study indicate that Service Quality, Location, and Price positively influence the dependent variable, Repurchase Intention, as well as the mediating variable, Customer Satisfaction.*

*References: 67 (1996-2023)*

*Keywords: service quality, location, price, customer satisfaction, repurchase intention*