

ABSTRAK

Selama beberapa tahun belakangan ini, penggunaan jasa pengiriman barang di masyarakat semakin meningkat dikarenakan oleh kebutuhan masyarakat luas akan jasa pengiriman ini. Untuk meningkatkan kepuasan dan kesetiaan pelanggan sebagai pengguna jasa ini, maka diperlukan penelitian mengenai minat beli konsumen dalam pengembangan layanan jasa J&T Express.

Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh *Logistics Service Functional Quality* dan *Logistics Service Technical Quality* terhadap *Customer Satisfaction* dalam membentuk *Customer Loyalty* pada pelanggan J&T Express di Kota Surabaya. Manfaat yang diharapkan dari penelitian ini adalah memberikan kontribusi pada pengembangan teori dan penelitian pemasaran, serta bermanfaat bagi J&T Express dalam menelaah pengaruh variabel *Logistics Service Technical Quality*, dan *Logistics Service Functional Quality* terhadap *Customer Satisfaction* dalam membentuk *Customer Loyalty*.

Penelitian ini merupakan penelitian dengan metode kuantitatif dengan pengolahan data menggunakan SPSS 22.0. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 125 responden dengan karakteristik responden pria dan wanita berumur 18-60 tahun, berdomisili di Surabaya, pernah mengirim barang melalui J&T Express drop point secara langsung minimal 3 kali dalam enam bulan terakhir, pernah menerima barang melalui J&T Express minimal 3 kali dalam enam bulan terakhir, pernah menggunakan menu trace & track pada website J&T Express minimal 3 kali dalam enam bulan terakhir.

Hasil penelitian ini membuktikan bahwa faktor-faktor dalam jasa pengiriman mampu untuk mempengaruhi *Customer Loyalty* variabel yang memiliki pengaruh terbesar adalah *Customer Satisfaction* terhadap variabel *Customer Loyalty* sebesar 0,907; kemudian variabel yang memiliki pengaruh terbesar kedua adalah variabel *Logistics Service Technical Quality* yang terdiri dari dimensi *Order Release Quantity, Order Condition, Order Accuracy, Order Quality dan Timeliness* terhadap variabel *Customer Satisfaction* sebesar 0,569; terbesar ketiga variabel *Logistics Service Functional Quality* terhadap variabel *Customer Satisfaction* sebesar 0,431 yang terdiri dari dimensi *Personnel Contact Quality, Order*.

Kata Kunci: *Logistics Service Technical Quality, Logistics Service Functional Quality, Customer Satisfaction, dan Customer Loyalty*

ABSTRACT

Over the past few years, freight forwarding services in the community has increased due to the wider community's need for this delivery service. To increase Customer Satisfaction and Customer Loyalty in community, it is necessary to research on consumer buying interest in the development of J&T Express services.

This study aims to determine how the influence of Logistics Service Functional Quality and Logistics Service Functional Quality on Customer Satisfaction in forming Customer Loyalty on J&T Express customers in the city of Surabaya. The expected benefit of this research is to contribute to the development of marketing theory and research, as well as useful for J&T Express in examining the effect of the Logistics Service Technical Quality, and Logistics Service Functional Quality variables on Customer Satisfaction in forming Customer Loyalty.

This research is a search with quantitative method with using data processing SPSS 22.0. Data collection was carried out by distributing questionnaires to 125 respondents with the characteristics of male and female respondents aged 18-60 years, in Surabaya, who had sent a goods from J&T Express drop points directly at least 3 times in the last six months, had received a goods through J&T Express at least 3 times in the last six months, have used the trace & track menu on the J&T Express website at least 3 times in the last six months.

The results of this study prove that the factors in service delivery are able to influence Customer Loyalty. The variables that have the greatest influence are Customer Satisfaction on the Customer Loyalty variable of 0.907; then the variable that has the second biggest influence is the Logistics Service Technical Quality variable on the Customer Satisfaction variable of 0.569; The third largest variable is Logistics Service Functional Quality on the Customer Satisfaction variable of 0.431.

Keywords: *Logistics Service Technical Quality, Logistics Service Functional Quality, Customer Satisfaction, and Customer Loyalty*