

## **ABSTRACT**

This study aims to determine how JNE's Logistics and Expeditionary Business Performance in the Covid 19 Era on Service Quality variables and to find out how JNE Logistics and Expedition Business Expectations in the Covid 19 Era are on the Service Quality variable. The type of research in this research is quantitative with a descriptive analysis approach and with the Importance Performance Analysis (IPA) method. Sampling is done using non-probability sampling method which is purposive sampling, the results obtained are 100 respondents. The analysis technique used in this research is the analysis of expectations and performance which is calculated through SPSS data processing.

The results of this study indicate the performance of the Cilegon Branch JNE on the variable service quality from the descriptive analysis results obtained by an average of 83.9%, where the score falls into the very satisfying category. The Dimension of Expectation of JNE Cilegon Branch on the service quality variable from the descriptive analysis obtained overall results, namely with an average of 93%, where the score is included in the very important category. The results of the Quadrant A IPA method are the indicators of Responsiveness and Competence. Quadrant B is the indicator of Credibility, Courtesy, and Security. Quadrant C, namely Tangible, Reliability, Access, and Communication indicators. Quadrant D is an indicator of Understanding the Customer.

Keywords: Service Quality