

ABSTRACT

This study was conducted to determine the results of the influence of employee work discipline on customer satisfaction at JNE Pematang branch, in this study there was a phenomenon that the lack of work discipline of employees of JNE Pematang branch resulted in consumers being dissatisfied with JNE services in Pematang branch. This phenomenon is obtained from the results of questionnaires conducted by researchers through the distribution of questionnaires with customer respondents of JNE Pematang Branch.

This study uses a non-probability sampling technique, namely purposive sampling. Non-probability sampling is a sampling technique that does not provide opportunities or opportunities for each element or member of the population to be selected as a sample (Sugiyono 2018:84). The technique that will be used in this research is purposive sampling, namely taking samples by determining special characteristics that are in accordance with the research objectives so that it is expected to answer research problems, the sample in this study was 100 people who were Jne Pematang customers who had used expedition services. at least 2 times

Based on the results of the descriptive analysis that has been done, it can be seen that the responses of respondents who are customers of JNE Pematang Branch consider that employees of JNE Pematang Branch have a good level of work discipline and have an effect on customer satisfaction. Employees on Customer Satisfaction at JNE Pematang Branch", the conclusions obtained are as follows: The work discipline variable (X) is included in the good category with a percentage of 81.34%. This shows that employees at JNE Pematang Branch have good work discipline. The customer satisfaction variable (Y) is included in the good category with a percentage of 82.57%. This shows that respondents have a good level of satisfaction at JNE Pematang Branch.

Keywords: *work discipline, customer satisfaction, marketing*