

ABSTRACT

The development of e-commerce is one of the factors driving Indonesia's logistics growth. This is due to the increasing demand for services for package/goods delivery. JNT Express is one of the 2nd most popular shipping services in Indonesia which has a good existence and achievements. Because JNT Express is the most frequently used delivery service, in fact many consumer complaints arise due to the poor implementation of service quality and its impact on customer satisfaction. The high use of delivery services and similar businesses makes delivery services need to pay attention to and improve service quality so that there are no complaints about services so that they are able to provide satisfaction/impression and a good experience in the eyes of consumers. This study aims to determine "The Influence of Service Quality on Consumer Satisfaction of JNT Express Delivery Services in Garut". The research method used is a quantitative method with a descriptive causal approach, using a simple linear regression analysis technique that was tested using IBM SPSS 25 software. The sample was taken using a non-probability sampling method with purposive sampling type sampling to 100 respondents. Based on a partial hypothesis test, service quality has a significant effect on customer satisfaction with delivery services at JNT Express in Garut. Based on the coefficient of determination, it was found that service quality affects customer satisfaction by 62.6% and the remaining 37.4% is influenced by other factors not examined in this study.

Keyword: Service Quality, Consumer Satisfaction, Logistic, JNT Express