

ABSTRACT

Delivery service is a service that is very much needed at the time of the development of this modern era. Demanding increasingly fierce competition from shipping companies in formulating the company's logistics strategy and system. Even in Indonesia, shipping or courier business companies are estimated to increase by 15% every year, followed by the rise of electronic commerce, where many foreign companies are in Indonesia, one of which is DHL. So the company must provide the best quality of electronic services to create customer satisfaction. his study aims to determine the effect of e-service quality dimensions (efficiency, responsiveness, compensation, privacy and contact) to consumer satisfaction both simultaneously and partially.

The research method used in this research is quantitative research by distributing research questionnaires and distributing them to 385 respondents who use DHL's delivery services and use the MyDHL+ application.

Test results using SPSS 24 . software, partial hypothesis results (T test) that : e-service quality efficiency dimensions affect customer satisfaction partially (T test), the responsive dimension has an effect on consumer satisfaction partially (T test), the compensation dimension has an effect on consumer satisfaction partially (T test), the privacy dimension partially affects consumer satisfaction (T test) and the contact dimension has a partial effect on consumer satisfaction (T test). Based on simultaneous hypothesis testing (F test) e-service quality dimensions (efficiency, responsiveness, compensation, privacy and contact) affect customer satisfaction.

The results of this study are generally good, but there are several things that need to be addressed in the MyDHL+ application. In addition, this research can be used as a reference to further researchers about service quality to increase customer satisfaction.

Keyword : efficiency, responsiveness, compensation, privacy, contact, customer satisfaction