

ABSTRACT

Along with the development of the digitalization era and the current digital-based transportation era, its existence is urgently needed by customers in terms of meeting their needs, which will increase. In this case digital-based transportation of goods or packages is very helpful for the community in sending goods or packages.

This study aims to determine the effect of service quality on purchase intention on J&T Express expedition services. Therefore the J&T Express Company, one of the express service providers, needs to optimize service quality and good purchase intention so that it can increase customers.

In the method of analysis of this research using the research method is a quantitative method. The type of research used in this research is descriptive research and uses the classic assumption test, multiple linear regression, hypothesis testing and the coefficient of determination.

The results of the study show that the service quality variable has a significant effect on purchase intention through the indicators of reliability, responsiveness, and assurance. However, it does not have a significant effect through the indicators of assurance, and tangible on purchase intention.

Keywords: Service Quality and Purchase Intention