

ABSTRACT

As globalization progresses and environmental concerns increase, the transportation sector faces the challenge of reducing environmental impacts without compromising service quality. Kereta Cepat Indonesia China (KCIC) as a strategic transportation project in Indonesia plays an important role in reducing carbon emissions and improving transportation efficiency. By connecting Jakarta and Bandung, KCIC is expected to be a modern, efficient, and environmentally friendly transportation solution.

This research uses a quantitative approach with a descriptive design, which aims to describe and summarize data related to the behavior, knowledge, opinions, and attitudes of KCIC service users. The method used is classified as minimal intervention, where researchers do not intervene in the data collected. Primary data was obtained through the distribution of online questionnaires, while secondary data was collected from official sources such as relevant journals and news. Based on the time of implementation, this research is categorized as cross-sectional, where the entire research process is carried out in one specific period without long-term monitoring.

The results showed that service quality has a positive and significant effect on customer loyalty. In addition, green supply chain management (GSCM) also has a positive and significant effect on customer satisfaction. Other findings show that service quality has a positive effect on customer satisfaction, while customer satisfaction has a positive effect on customer loyalty. In addition, GSCM has a positive effect on customer loyalty through customer satisfaction, and service quality also has a positive effect on customer loyalty through customer satisfaction.
Keywords: *Service Quality, Green Supply Chain Management, Customer Satisfaction, Customer Loyalty.*