

**PENGARUH KUALITAS PELAYANAN DAN KEPUASAN PELANGGAN  
TERHADAP LOYALITAS PELANGGAN J&T EXPRESS  
DI KECAMATAN KARANGASEM**

**Oleh**

**Robi Sugara, NIM 1817041121**

**Jurusan Manajemen**

**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh kualitas pelayanan dan kepuasan pelanggan baik secara simultan maupun parsial terhadap loyalitas pelanggan J&T Express di Kecamatan Karangasem. Jumlah sampel dalam penelitian ini yaitu 120 reponden, teknik sampel yang digunakan yaitu teknik *purposive sampling*. Metode pengumpulan data yang digunakan adalah kuesioner. Teknik analisis data dalam penelitian ini adalah regresi linier berganda. Hasil penelitian ini menunjukkan bahwa (1) Kualitas Pelayanan dan Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan J&T Express di Kecamatan Karangasem. (2) Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan J&T Express di Kecamatan Karangasem. (3) Kepuasan Pelanggan berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan J&T Express di Kecamatan Karangasem.

**Kata Kunci:** kualitas pelayanan, kepuasan pelanggan, loyalitas pelanggan.

**THE EFFECT OF SERVICE QUALITY AND CUSTOMER  
SATISFACTION ON J&T EXPRESS CUSTOMER LOYALTY  
IN KARANASEM DISTRICT**

*By*

**Robi Sugara, NIM 1817041121**

*Management Major*

**ABSTRACT**

*The purpose of this study was to test the effect of service quality and customer satisfaction on J&T Express customer loyalty in Karangasem District. The sample size of this study was 120 respondents, and the sampling technique used was a purposive sampling technique. The data collection method used is a questionnaire. The data analysis technique in this study is multiple linear regression. The results of this study show that (1) Service Quality and Customer Satisfaction have a positive and significant effect on J&T Express Customer Loyalty in Karangasem District. (2) Service Quality has a positive and significant effect on J&T Express Customer Loyalty in Karangasem District. (3) Customer Satisfaction has a positive and significant effect on J&T Express Customer Loyalty in Karangasem District.*

**Keywords:** *service quality, customer satisfaction, customer loyalty.*