

ABSTRACT

The development of the times is so fast and dynamic, it can affect a change in existing sectors, one of which is the logistics sector, namely delivery services or expedition services. The shift from traditional markets into a digital market through the internet has created a high public need for expedition services. The growth that occurred in the logistics sector was predicted by Supply Chain Indonesia (SCI) which gives a yield of 9.18% with a value of Rp. 971 trillion. Developments in the logistics industry are influenced by the level of economic growth, the large area, the geographical shape of the archipelago, as well as the diversity of commodities and cultures. The logistics industry in Indonesia has an important role in connecting people to a business. The logistics industry is declared as one of the industries whose growth is above the growth of the national economy. Delivery of expedition services is stated to have increased during the pandemic, this is due to the trend of shopping online by society. Then with growth-commerce the higher will have a positive impact on the delivery service or logistics sector. Thus, new entrants to shipping service companies appear, one of which is J&T expedition services. J&T expedition service is a service company that was founded on August 20, 2015, and has been known by the wider community in a fairly short time. Based on data obtained from the Top Brand Index, it shows that in 2021 J&T expedition services are experiencing good development and are widely used by the public.

The research conducted by the author aims to determine how the influence of service quality and customer satisfaction on J&T customer loyalty, which is mediated by perceived value from the services provided by J&T expedition services, then mediated by the company's image and reputation of the J&T shipping company.

The method used in the author's research is using quantitative methods with data collection techniques using the survey method, namely through distributing questionnaires through questionnaires google forms using a 5-point Likert scale. The research conducted by the author is descriptive, then viewed based on the type of research that is using the type of causal research. The source of the data obtained by the author is based on primary data by conducting a survey through distributing questionnaires to the Indonesian people, namely the Indonesian people who are users of J&T expedition services, the public who have used J&T expedition services and have used J&T expedition services more than 1 time. The data obtained, processed will be analyzed by using Structural Equation Model (SEM) that is by using the application or software SmartPLS.

The results of the analysis in this study state that service quality has a direct influence on customer satisfaction. Then customer satisfaction has an influence on perceived value, then service quality has a direct relationship with perceived value. The perceived value variable has a mediating impact on consumer satisfaction and service quality as well as corporate image and company reputation. The perceived

value has a direct relationship with the company's image, then the value variable has a relationship with the company's reputation. The corporate image variable has a direct relationship to the company's reputation. Furthermore, company image and company reputation have a mediating effect between perceived value variables and customer loyalty, then company image has an influence relationship on customer loyalty and the last variable company reputation has an influence on customer loyalty.

Based on the results of research that has been done by this author, it is hoped that it can provide benefits and insights to future researchers and companies regarding service quality, customer satisfaction, perceived value, corporate image, company reputation and customer loyalty.

Keywords: Expedition Service, J&T, Perceived Value, Corporate Image, Company Reputation