

ABSTRACT

After the pandemic status was determined to be endemic by the government, there were significant changes in people's behavior. This research focuses on changes in people's behavior with data evidence of the increasing use of e-commerce which also has an impact on increasing the use of expedition services. This has caused expedition services to experience a lot of criticism by the public where there is an assumption that expedition services have not improved over the past 3 years until now.

This study aims to examine whether there is an influence that arises between the dependent variable and the independent, namely, service quality which consists of five dimensions, namely (assurance, reliability, empathy, responsiveness, tangible), customer perceived value and trust to customer satisfaction expedition services.

The research method will use a survey in the form of a digital questionnaire with Google Form which will be distributed to users of expedition services using various messenger applications, such as WhatsApp, Telegram, etc. Then processed using the structural equation modeling partial least squares (SEM-PLS) method with the SmartPLS application and totaling 165 respondents who are users of the most popular expedition services in Indonesia.

The results show that the hypothesis is accepted which indicates that the three variables have a positive influence on the consumer satisfaction variable. While trust as mediation, has an indirect effect also mediates both service quality to customer satisfaction and customer perceived value to customer satisfaction.

Based on the results obtained, trust is the most influential variable on consumer satisfaction in this research, therefore expedition service providers are advised to maintain or improve performance so that consumers' sense of trust does not fade. For example, based on the questionnaire questions on trust points, many respondents expect a feeling of comfort and security during delivery. Therefore, it could be a suggestion that the expedition service provide real-time information on the location of goods, so that it is more transparent and clear between the two parties. Suggestions for future researchers are to change the trust variable as a mediator into another variable so that it can be identified whether there is a significant influence between the two.

Keywords : *service quality, customer perceived value, trust, customer satisfaction, delivery service*