

## ABSTRACT

In the era of a rapid business competition, the company is required to take strategic steps to compete in any condition. Thus, company's quality of service is become indispensable. In accordance with increasing number of people who use freight forwarding service, the quality of service become a very important thing to win the competition. Quality of service plays an important role in shaping consumer satisfaction, also related to create profit for the company. Therefore, this study is intended to measure the service quality towards customer satisfaction.

Method of the research is quantitative research. This research covered performance analysis of JNE Express Bandung throughout service quality dimension. The eight dimensions are tangible, reliability, responsiveness, assurance, empathy, effectiveness, access and scope of service. Primary data collection was used to measure customer satisfaction and the rest use secondary data collection. Population of this research are customers of JNE Express Bandung, the sampling method utilized non probability and convenience sampling. To determine the sample size the author applies bernouli formula then gain 400 customers. The data analysis techniques are using descriptive analysis and path analysis.

The result obtained the R (square) at 0.735, which is categorized that service quality has an effect on customer satisfaction as much 73.5%. The response from respondents obtained good category, however, only reliability and access are gain bad category. This can be useful information for current management of JNE Express Bandung to improve their quality of service. JNE Express Bandung should create better system to make the shipments deliver on time, add more counter to minimize the queue time, make better experience to customer and consider about the skill of employee in communicate with customers.

**Keyword:** *Customer Satisfaction, Dimension, Service Quality, Service Quality Measurement*