

## **ABSTRACT**

*The development of the internet in Indonesia is now increasingly felt very rapidly, many businesses are used to compete to achieve a target company in achieving profits supported also by the existence of the internet or e-commerce that is opening up very many business opportunities. This has an impact on the delivery of goods or logistics which now takes an important role in the delivery of goods. One of the courier or logistics companies is J&T Express. This courier company is developing very rapidly even the company continues to strive to be able to provide the best service for its people in shipping goods. In addition, the company is implementing an innovation that is by adding new infrastructure in developing its business. The latest innovation in question is in the form of building a Mega Hub or a head office for sorting goods with machines and computers. The existence of this mega hub development aims to improve more massive delivery services so that consumers can meet their needs..*

*This research is used to measure the level of customer satisfaction by comparing the level of consumer expectations and company performance based on Service Quality at J&T Express company in Bandung. This study uses Service Quality variables with a number of sample studies conducted using NonProbability Sampling with 100 respondents. The results of the distribution of the questionnaire were analyzed by Gap to determine the level of satisfaction and then re-processed using the IPA method with the calculation of SPSS.v.20. to be able to create and analyze Cartesian diagrams to find out the attributes that can be used as priorities in improving performance at the company*

*The results of this study obtained perceptions from respondents about the value of the agreement with the acquisition and got an index value of 74.92%. and expectations of companies with a very important category with an index value of 86.23%. The level of satisfaction obtained reached an average expectation of 4.32 and a performance of 3.74. And in the diagram provided 17 aspects that must be improved to increase customer satisfaction with the quality of the service company J&T Express in Bandung.*

**Keywords:** *Constomer Satisfaction, Importance Performance Analysis (IPA), Service Quality*