

## **ABSTRACT**

The increasing online transactions growth has an impact on companies that engaged in the services delivery of J&T Express courier. Judging from the TOP Brand Award, J&T Express got second ranked with a percentage of 13.9%. The J&T pre survey results there are still complaints from J&T Express customers on Twitter, among others, slow delivery of goods, inaccurate tracking, no updates from the company, and wrong address package. So, pre-survey was conducted about the quality of services and got a value of 56% which means the service quality is considered enough because it is in the range > 52 - 68%.

The purpose of this study is to analyze the effect of all dimensions of service quality on customer loyalty. Analyzing the influence between customer satisfaction on customer loyalty. Analyzing the effect of all dimensions of service quality with customer satisfaction on customer loyalty in the J&T Express courier service in Bandung.

Data collection obtained through the distribution of questionnaires to the private college students J&T Express service users in Bandung, as many as 204 respondents. Sampling technique used in this study is non-probability sampling. While the type of sampling used is convenience sampling. Data analysis using the help of AMOS software version 26.

Based on the hypothesis testing empathy dimensions of service quality variables have a positive and significant effect on customer satisfaction. Customer satisfaction has a positive and significant effect on customer loyalty. Overall dimensions of service quality have no significant effect on customer loyalty.

J&T Express company can improve the performance of the assurance dimension by providing guarantees so that customers trust the J&T Express courier service company. It is hoped that further research can represent the overall dimensions of service quality with better results.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty, J&T Express, Private Student Bandung