

ABSTRACT

Currently, the development of online transactions has an impact on companies engaged in JNE courier services. However, PT. JNE as a courier service provider has received many complaints from customers in various media. Apart from these complaints, PT. JNE is still the most widely used courier service provider in Indonesia.

This study aims to determine and analyze the effect of service quality on customer loyalty at PT. JNE Bandung. The research method used in this research is quantitative method with descriptive research type. Sampling was done by using non-probability sampling technique used was purposive sampling with a number of respondents 100 respondents, namely JNE consumers in the city of Bandung. The data analysis technique used is descriptive analysis and simple linear regression analysis.

Based on the results of descriptive analysis, service quality is included in the good category with a percentage of 78.16% and customer loyalty is included in the good category with a percentage of 72.9%. The results of simple linear regression analysis show that service quality has a significant effect on customer loyalty of PT JNE Bandung by 67% and the remaining 33% is influenced by other factors that are not examined.

Keywords: Service Quality, Customer Loyalty, PT JNE Bandung.