

ABSTRACT

The emergence of the corona virus in Indonesia and after the imposition of large-scale social restrictions (PSBB). Cause changes in consumer behavior in shopping, namely increasing online shopping activities. The increase in online shopping activities has also had an impact on companies engaged in logistics, one of which is JNE. Judging from the 2020 TOP Brand Award, JNE was ranked first with a percentage of 27.3%. The results of the JNE pre-survey still found complaints from JNE customers on social media, APP Store comments column, online media such as detiknews and consumer media, among other things, stating that the service was not as promised, fake package receipts, damaged goods shipments, slow delivery of goods and incorrectly addressed packages.

This study aims to determine how service quality and brand trust influence JNE customer loyalty in Karawang with customer satisfaction as an intervening variable. This research uses descriptive and causal research types with a quantitative approach involving 400 respondents who use JNE services by taking samples through non-probability sampling techniques with purposive sampling type, namely by setting specific criteria in accordance with the research objectives. The analytical method used in this research is path analysis, data analysis using the SmartPLS version 3.0 software.

The results of the analysis show that the variable service quality has a positive and significant effect on customer satisfaction, brand trust has a positive and significant effect on customer satisfaction. Service quality has a positive and significant effect on customer loyalty. Brand trust has a positive and significant effect on customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty. Then testing the intervening variables shows that customer satisfaction has a positive and significant effect in mediating the relationship between service quality and customer loyalty. and customer satisfaction has a positive and significant effect in mediating the relationship between brand trust and customer loyalty.

Based on the research results, companies should pay attention to and improve service quality and brand trust because it will increase customer satisfaction and customer loyalty along with improving service quality.

Keywords : Service Quality, Brand Trust, Customer Satisfaction and Customer Loyalty.