

ABSTRACT

The purpose of this study was to examine and analyzed the influence service quality (X) on customer loyalty (Y) on JNE Express customer in Bandung.

This research is using quantitative research with research method is descriptive-causal. The type of sampling is non probability sampling method with purposive sampling type. Data analysis technique used is simple linear regression analysis.

Based on hypothesis testing using t test that the service quality have a positive and significant impact on customer loyalty. Results of studies using the t test, indicating that service quality affect 81,1% of the customer loyalty.

Keywords: Service Quality, Customer Loyalty

