

ABSTRACT

The times are evolving dynamically, requiring society to adapt to all the developments that arise. Technology is advancing in many fields, one of which is the transportation sector. This has led to the emergence of new innovations, such as online-based transportation services like online motorcycle taxis, online taxis, online food delivery, and online delivery of goods and documents.

In this digital era, the delivery of goods and documents can be done using online transportation. The phenomenon that occurs is that logistics service drivers play a crucial role in service quality, customer satisfaction, and customer loyalty for users of logistics services. The aim of this research is to determine the influence of service quality on customer satisfaction and customer loyalty for users of logistics services, specifically Gosend.

This research uses a quantitative method with a descriptive analysis approach and employs Structural Equation Modeling (SEM) analysis technique through SmartPLS software. The sample is determined using nonprobability sampling technique with purposive sampling approach, involving 385 respondents.

Based on the results of descriptive analysis, the service quality variable has a value of 84,8%, which falls into the category of very good. The customer satisfaction variable has a value of 85,7%, falling into the category of very good. The customer loyalty variable has a value of 83,2%, falling into the category of good.

Based on the hypothesis testing results, it is found that service quality has a positive and significant influence on customer satisfaction. Customer satisfaction has a positive and significant influence on customer loyalty. Service quality has a positive and significant influence on customer loyalty. Additionally, service quality has a positive and significant influence on customer loyalty through customer satisfaction.

Keywords: *Service Quality, Customer Satisfaction, Customer Loyalty.*