

## ABSTRACT

*Along with the development of the digitalization era and the current digital-based transportation era, its existence is urgently needed by customers in terms of meeting their needs, which will increase. In this case digital-based transportation of goods or packages is very helpful for the community in sending goods or packages.*

*This study aims to determine the effect of service quality on purchase intention on J&T Express expedition services. Therefore the J&T Express Company, one of the express service providers, needs to optimize service quality and good purchase intention so that it can increase customers.*

*In the method of analysis of this research using the research method is a quantitative method. The type of research used in this research is descriptive research and uses the classic assumption test, multiple linear regression, hypothesis testing and the coefficient of determination.*

*The results of the study show that the service quality variable has a significant effect on purchase intention through the indicators of reliability, responsiveness, and assurance. However, it does not have a significant effect through the indicators of assurance, and tangible on purchase intention.*

*Keywords: Service Quality and Purchase Intention*