

## **ABSTRACT**

*At present there are so many developments in e-commerce that businesses in the logistics sector provide opportunities for the growth of the logistics industry, especially courier and expedition service players. Many companies are competing to take advantage of this business opportunity. For example, transportation service providers are taking advantage of the logistics sector and even some e-commerce startups are also starting to build their own logistics. Of the many goods delivery services, Anteraja received the most complaints and criticism, one of which was related to service quality and delivery timeliness compared to other logistics services. Anteraja has 1726 branch offices throughout Indonesia, and the most are in the Bandung area. With so many similar companies operating in the same field, it is very likely that consumers will switch or choose to leave Anteraja and use other logistics services. Therefore companies must adapt and improve competitiveness in order to maintain the survival of the company.*

*The purpose of this study was to determine and analyze the magnitude of the influence of service quality and delivery accuracy on customer satisfaction at AnterAja delivery services in Bandung. This research uses a quantitative method with a descriptive research type. To collect data, using a non-probability sampling method, namely accidental sampling and collecting it from the responses of 100 people using a questionnaire sent via social media platforms including Instagram, Whatsapp, Line and Twitter. With the help of SPSS 25, the research was analyzed using descriptive analysis and multiple linear regression analysis on the processed data.*

*The results of the descriptive analysis revealed that the variables studied, namely service quality, delivery timeliness, and customer satisfaction were included in the fairly good category with the respective percentages namely service quality 55%, delivery timeliness 55%, and customer satisfaction 53%. The results of the hypothesis test show that partially and simultaneously service quality and delivery time variable have a significant influence on Anteraja's customer satisfaction in Bandung. 80.8% of customer satisfaction is influenced by service quality and delivery timeliness. The rest is influenced by other variables such as promotion, price and location of 19.2%.*

**Keywords:** *Service Quality, Delivery Accuracy, Customer Satisfaction*