

ABSTRACT

Along with the development of the e-commerce business in Indonesia, it opens up opportunities and market share for expedition companies. In this research, the research object is the Logistics Post. Logistics Post also provides several services such as heavy equipment transportation, retail cargo, customs import export delivery, warehousing management, logistics management. Based on the type of research, this research is included in quantitative research. In this research, the population used is people who have used postal logistics services. In this case the population number is not known validly. The author used a purposive sampling technique with the Bernoulli formula, so that a total sample of 100 was obtained. Based on the results of descriptive analysis, the results of responses from respondents who were 100 people who had used postal logistics services, showed that the responses to service quality could be stated as adequate service quality. well, provided by the postal logistics service to its customers, then the response to customer satisfaction, it can be stated that the customers are satisfied with the service provided by the postal logistics service and on customer loyalty, there is a fairly loyal attitude from the customers, to continue using the service logistics post compared to other logistics services.

Keywords: *Service quality, customer satisfaction, customer loyalty*