

ABSTRAK

PENGARUH *RELIABILITY*, *SERVICE PRICE*, *GUARANTEE*, *ORGANIZATION IMAGE* DAN *RESPONSIVENESS* TERHADAP *CUSTOMER SATISFACTION* DAN *CUSTOMER LOYALTY* PADA PERUSAHAAN JASA PENGIRIMAN BARANG PT LOOKMAN DJAJA

PT Lookman Djaja adalah perusahaan pengiriman barang moda truk yang telah setia melayani konsumen *Business-to-Business* (B2B) terutama di wilayah Jawa, Sumatera, Bali, Lombok hingga NTB. Untuk dapat eksis selama lebih dari 35 tahun di dalam industri yang sangat kompetitif tentunya bukanlah hal yang mudah. Tetapi tidak dapat dipungkiri bahwa PT Lookman Djaja juga terdampak baik dari luar maupun dari dalam industri. Situasi penurunan ekonomi sejak pandemi COVID-19 ditambah dengan persaingan yang intens dari kompetitor dan layanan substitusi membuat perusahaan cukup kewalahan. Ditambah lagi dengan jumlah kontrak perusahaan yang mengalami penurunan setahun terakhir. Oleh karena itu, penelitian ini diadakan untuk menguji dan menganalisis pengaruh *Reliability*, *Service Price*, *Guarantee*, *Organization Image* dan *Responsiveness* terhadap *Customer Satisfaction* dan *Customer Loyalty* pada PT Lookman Djaja. Penelitian ini diadakan selama 7 bulan dari Desember 2021 hingga Juni 2022. Populasi dari penelitian ini adalah seluruh konsumen B2B (*Business to Business*) dari perusahaan PT Lookman Djaja yang berjumlah sebesar 307 konsumen sepanjang tahun 2021. Sampel penelitian yang digunakan dalam penelitian ini sebanyak 47 responden yang ditetapkan dengan teknik *purposive sampling*. Metode analisis yang digunakan adalah *Partial Least Square Structural Equation Modeling* (SEM-PLS) dan diolah menggunakan program *smartPLS 3*. Hasil dari penelitian ini menunjukkan bahwa variabel *Reliability*, *Service Price* dan *Guarantee* tidak berpengaruh terhadap *Customer Satisfaction*, tetapi *Organization Image* dan *Responsiveness* memiliki pengaruh yang signifikan terhadap *Customer Satisfaction* di perusahaan PT Lookman Djaja. Selain itu, penelitian ini juga menunjukkan bahwa variabel *Customer Satisfaction* memiliki pengaruh yang signifikan terhadap *Customer Loyalty* di perusahaan PT Lookman Djaja.

Kata Kunci: jasa pengiriman barang, *Reliability*, *Service Price*, *Guarantee*, *Organization Image*, *Responsiveness*, *Customer Satisfaction*, *Customer Loyalty*

ABSTRACT

THE EFFECT OF RELIABILITY, SERVICE PRICE, GUARANTEE, ORGANIZATION IMAGE AND RESPONSIVENESS ON CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN PT LOOKMAN DJAJA

PT Lookman Djaja is a trucking delivery service company that has been serving Business-to-Business (B2B) consumers, especially in Java, Sumatra, Bali, Lombok to NTB. To be able to exist for more than 35 years in a highly competitive industry is certainly quite demanding, not to mention very challenging. However, it is undeniable that PT Lookman Djaja has been affected from both outside and within the industry. The economic downturn since the COVID-19 pandemic coupled with intense competition from competitors and substitute services have overwhelmed the company. Furthermore, the number of consumer contracts has also decreased in the past year. This study is conducted to examine and analyze the effect of Reliability, Service Price, Guarantee, Organization Image and Responsiveness on Customer Satisfaction and Customer Loyalty in PT Lookman Djaja. This study is conducted for 7 months from December 2021 to June 2022. The population of this study is all B2B (Business to Business) consumers from the company, totaling 307 consumers throughout 2021. The research sample used in this study is 47 respondents determined by using purposive sampling technique. The analytical method used is Partial Least Square Structural Equation Modeling (SEM-PLS) and processed using the smartPLS 3 program. The result of this study indicates that the variables Reliability, Service Price and Guarantee have no effect on Customer Satisfaction, however Organization Image and Responsiveness have a significant effect on Customer Satisfaction in PT Lookman Djaja. In addition, this study also indicates that Customer Satisfaction has a significant effect on Customer Loyalty in PT Lookman Djaja.

Keywords: trucking, delivery service, Reliability, Service Price, Guarantee, Organization Image, Responsiveness, Customer Satisfaction, Customer Loyalty