ABSTRACT

ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, CUSTOMER PERCEIVED VALUES, AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY
(CASE STUDY : J&T EXPRESS APPLICATION)

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The increasing use of delivery services by the public, it is important for companies to pay attention to service quality in order to win the competition. Using the J&T Express application makes it easier for customers to make package delivery transactions. Based on the pre-research questionnaire that was distributed on August 7 2022 to customers who have used the J&T Express application and have used the features in the J&T Express application, the problems that occur are that there is no repetition of user service, resulting in no customer loyalty shown through repeated use of the application. J&T Express. This is evidenced by 52% of J&T Express application users delivering goods less than once. This study aims to determine the effect of the evaluation process and emotional responses on customer loyalty in the J&T Express application. The research was conducted by conducting validity tests, reliability tests, and hypothesis testing using SEM (Structural Equation Modeling) analysis techniques using SmartPLS version 4 software. This study found that e-service quality and customer perceived value, which are part of appraisal processes, affect customer loyalty. Meanwhile, the factor that does not affect customer loyalty is customer satisfaction as part of an emotional reaction. Based on the research that has been done, it can be concluded that appraisal processes affect customer loyalty for the J&T Express application, while emotional reactions do not affect customer loyalty for the J&T Express application.

Keywords: J&T express application, customer loyalty, SEM, SmartPLS.