

**IMPACT OF SERVICE QUALITY, CUSTOMER  
SATISFACTION, CUSTOMER VALUE TO  
CUSTOMER LOYALTY THROUGH  
CUSTOMER RELATIONSHIP  
MANAGEMENT QUALITY  
OF JNE**



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**FACULTY OF BUSINESS**  
**WIDYA MANDALA CATHOLIC UNIVERSITY**  
**SURABAYA**  
**2019**

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QUALITY OF JNE**

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**APPROVAL PAGE**

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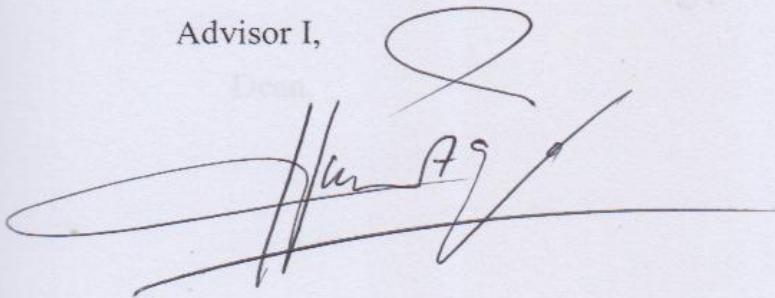
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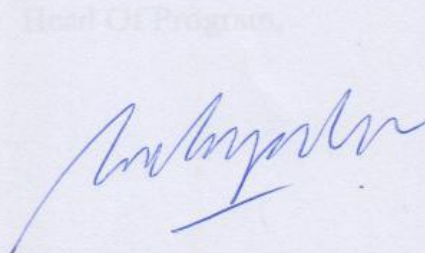
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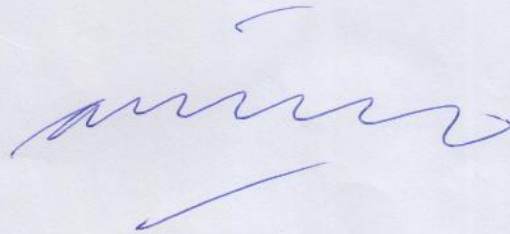


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Admit that this final assignment was written by me authentically. If it is proven that this paper is plagiarism, I am ready to accept sanctions from the Faculty of Business, Widya Mandala Catholic University, Surabaya. I also agree that this paper will be published on the internet or other media (Digital Library of the Widya Mandala Catholic University of Surabaya) for academic purposes as far as copyright law.

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## FOREWORDS

First of all, the writer wants to thank to Almighty God, because of His bless and grace, this final assignment can be completed in time. The final assignment titled “Impact of Service Quality, Customer Satisfaction, Customer value to Customer Loyalty through Customer Relationship of JNE” , is written as a requirement that must be met to obtain a Bachelor of Management degree at the Faculty of Business Department of International Business Management Catholic University Widya Mandala Surabaya. The writer also wants to deliver his sincere thanks to all the people who has given their hands to help him completing this proposal, since it would not be done well without their support, help, and guidance.

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Surabaya, 2019

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**ABSTRACT**

In doing business we need to deliver our good to our customer. If we are a big company we will have transportation for our goods. But if we small business and our market not that big, it will cheaper if we use expedition that already exist. That is why, this encourages many expedition companies to strengthen their strength so that they can win the market. In Indonesia, reputation of expedition is important, they willing to use expedition service that already have big name rather new expedition that bring many innovation. This research is a causal study which aims to determine the relationship of service quality, customer satisfaction, customer value t customer loyalty through customer relationship management. The study population is all people living in Indonesia, aged over or equal to 17 years, know and have experience in conducting uses expedition service of JNE. The sample of this study was 150 respondents who were disseminated through an online questionnaire, using the google form.

The results of this study, which were analyzed by Structural Equation Modeling (SEM) LISREL, showed CRM Quality is positively related to Customer Loyalty, Service Quality positively affect Customer Loyalty through CRM Quality, Customer Satisfaction positively affects Customer Loyalty through CRM Quality, Customer Value positively affects Customer Loyalty through CRM Quality. Therefore, it is recommended to JNE, to maintain and improve their service quality, so that customers will feel more comfortable and confident. And JNE can also ask consumers to review their service, so they can improve their performant, will get more reviews and increase other consumer trust on JNE. For academic advice, further researchers can consider many other variables, such as purchase intention and brand image, and others.

**Keywords: Service Quality, Customer Satisfaction, Customer Value, CRM Quality, Customer Loyalty**

## ABSTRAK

Dalam melakukan bisnis kita perlu mengirimkan barang kita kepada pelanggan kita. Jika kami adalah perusahaan besar, kami akan memiliki transportasi untuk barang-barang kami. Tetapi jika bisnis kita kecil dan pasar kita tidak sebesar itu, akan lebih murah jika kita menggunakan ekspedisi yang sudah ada. Itulah sebabnya, ini mendorong banyak perusahaan ekspedisi untuk memperkuat kekuatan mereka sehingga mereka dapat memenangkan pasar. Di Indonesia, reputasi ekspedisi itu penting, mereka mau menggunakan layanan ekspedisi yang sudah punya nama besar ekspedisi baru yang membawa banyak inovasi. Penelitian ini merupakan penelitian kausal yang bertujuan untuk mengetahui hubungan kualitas layanan, kepuasan pelanggan, nilai pelanggan dan loyalitas pelanggan melalui manajemen hubungan pelanggan. Populasi penelitian adalah semua orang yang tinggal di Indonesia, berusia di atas atau sama dengan 17 tahun, tahu dan memiliki pengalaman dalam melakukan layanan ekspedisi menggunakan JNE. Sampel penelitian ini adalah 150 responden yang disebarluaskan melalui kuesioner online, menggunakan formulir google.

Hasil penelitian ini, yang dianalisis oleh Structural Equation Modeling (SEM) LISREL, menunjukkan Kualitas CRM berhubungan positif dengan Loyalitas Pelanggan, Kualitas Layanan berpengaruh positif terhadap Loyalitas Pelanggan melalui Kualitas CRM, Kepuasan Pelanggan berpengaruh positif terhadap Loyalitas Pelanggan melalui Kualitas CRM, Nilai Pelanggan secara positif mempengaruhi Loyalitas Pelanggan melalui Kualitas CRM. Oleh karena itu, direkomendasikan kepada JNE, untuk mempertahankan dan meningkatkan kualitas layanan mereka, sehingga pelanggan akan merasa lebih nyaman dan percaya diri. Dan JNE juga dapat meminta konsumen untuk meninjau layanan mereka, sehingga mereka dapat meningkatkan kinerja mereka, akan mendapatkan lebih banyak ulasan dan meningkatkan kepercayaan konsumen lainnya pada JNE. Untuk saran akademis, peneliti lebih lanjut dapat mempertimbangkan banyak variabel lain, seperti niat beli dan citra merek, dan lainnya.

***Kata Kunci : Kualitas Layanan, Kepuasan Pelanggan, Nilai Pelanggan, Kualitas CRM, Loyalitas Pelanggan***