

**THE EFFECT OF SERVICE QUALITY ON CONSUMER LOYALTY
MEDIATED BY THE CUSTOMER SATISFACTION OF JNE EXPRESS
IN BENGKULU CITY**

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ABSTRACT

This study aims to find out the analysis of the effect of service quality on consumer loyalty mediated by JNE Express customer satisfaction of JNE Express in Bengkulu City. The type of research used is quantitative. The population in this research is all customers of JNE Express in Bengkulu City. The sampling technique used simple random sampling with a sample size of 150 people. The data collection technique uses a questionnaire that has been tested for validity and reliability. The data analysis techniques used to answer the hypothesis using SmartPLS 4 are outer model, inner model and bootstrapping tests. The results of this research show that: (1) service quality has a positive influence on consumer satisfaction. This is proven by the t-statistic value of 5.362 which is greater than the t-table value (1.65) with a significance level of 0.000 (<0.05). (2) service quality has a negative influence on consumer loyalty. This is evidenced by the t-statistic value of 1.340 which is smaller than the t-table value (1.65) with an insignificance level of 0.192 or exceeding the predetermined standard (<0.05). (3) consumer satisfaction has a positive effect on consumer loyalty. This is proven by the t-statistic value of 3.585 which is greater than the t-table value (1.65) with a significance level of 0.000 (<0.05). (4) service quality on consumer loyalty mediates consumer satisfaction and has a positive effect. This is proven by the mediation coefficient of the t-statistic value of 3.034 which is greater than the t-table value (1.65) with a significance level of 0.002 (<0.05).

Keywords: Service Quality, Customer Loyalty, Customer Satisfaction

1. Student (Management)

2. Supervisors

