

ABSTRAK

Penelitian ini bertujuan untuk mengetahui, menjelaskan, dan menganalisis kualitas pelayanan dan citra merek terhadap kepuasan pelanggan, kolerasi kualitas pelayanan dan citra merek terhadap kepuasan pelanggan, pengaruh kualitas pelayanan dan citra merek secara parsial terhadap kepuasan pelanggan, pengaruh kualitas pelayanan dan citra merek secara simultan terhadap kepuasan pelanggan. Jenis penelitian ini adalah kuantitatif dengan metode penelitian deskriptif dan verifikatif, Teknik pengambilan sampel menggunakan Teknik *non probability sampling* yaitu *purposive sampling* dengan jumlah sampel sebanyak 91 responden. Teknik pengumpulan data menggunakan menggunakan kuesioner dan untuk menganalisis data menggunakan analisis rentang skala dan analisis jalur. Hasil penelitian menunjukkan bahwa kualitas pelayanan J&T Express yang di rasakan oleh mahasiswa Manajemen Universitas Buana Perjuangan Karawang cukup baik karena berada di kriteria rentang skala cukup setuju, citra merek J&T Express yang dirasakan oleh mahasiswa manajemen Universitas Buana Perjuangan Karawang dinilai sudah baik karena berada di kriteria rentang skala setuju, kepuasan pelanggan J&T Express yang dirasakan oleh mahasiswa manajemen Universitas Buana Perjuangan Karawang dinilai sudah baik karena berada di kriteria rentang skala setuju, terdapat kolerasi antara kualitas pelayanan dan citra merek sebesar 82,7% dengan tingkat kolerasi yang sangat kuat dan searah karena hasil koefisien kolerasi positif, terdapat pengaruh secara parsial antara kualitas pelayanan sebesar 25% dan citra merek sebesar 63,2% terhadap kepuasan pelanggan, terdapat pengaruh secara simultan antara kualitas pelayanan dan citra merek terhadap kepuasan pelanggan sebesar 72,3%.

Kata kunci: Kualitas Pelayanan, Citra Merek, Kepuasan Pelanggan, J&T Express

ABSTRACT

This study aims to determine, explain, and analyze service quality and brand image on customer satisfaction, the correlation of service quality and brand image on customer satisfaction, the effect of service quality and brand image partially on customer satisfaction, the effect of service quality and brand image simultaneously on customer satisfaction. This type of research is quantitative with descriptive and verification research methods. The sampling technique uses a non-probability sampling technique, namely purposive sampling with a total sample of 91 respondents. Data collection techniques using questionnaires and to analyze data using scale range analysis and path analysis. The results showed that the service quality of J&T Express felt by Management students at Buana Perjuangan Karawang University was quite good because it was in the criteria range of the scale quite agree, the J&T Express brand image perceived by management students at Buana Perjuangan Karawang University was considered good because it was in the criteria range. agree scale, J&T Express customer satisfaction felt by management students at Buana Perjuangan Karawang University is considered good because it is in the agreed scale criteria range, there is a correlation between service quality and brand image of 82.7% with a very strong and unidirectional correlation level because the results positive correlation coefficient, there is a partial influence between service quality by 25% and brand image by 63.2% on customer satisfaction, there is a simultaneous influence between service quality and brand image on customer satisfaction by 72.3%.

Keywords: Service Quality, Brand Image, Customer Satisfaction, J&T Express

