ABSTRAK

Pada penelitian ini dirumuskan masalah sebagai berikut : (1) Apakah kualitas pelayanan berpengaruh terhadap loyalitas pelanggan jasa pengiriman barang PT. Angkasa Pura Logistic Surabaya?; (2) Apakah kepuasan berpengaruh terhadap loyalitas pelanggan jasa pengiriman barang PT. Angkasa Pura Logistic Surabaya?; (3) Apakah keamanan barang berpengaruh terhadap loyalitas pelanggan jasa pengiriman barang PT. Angkasa Pura Logistic Surabaya?; (4(Apakah kualitas pelayanan, kepuasan pelanggan dan keamanan barang berpengaruh terhadap loyalitas pelanggan jasa pengiriman barang PT. Angkasa Pura Logistic Surabaya?. Untuk menjawab permasalahan diatas digunakan metode penelitian berikut : (1) lokasi penelitian dilakukan di PT. Angkasa Pura Logistic Surabaya, (2) sampel yang diambil sebanyak 80 responden dan metode sampling yang digunakan adalah *total sampling/sensus* artinya dari 80 responden diambil semua sebagai sampling; (3) identifikasi variabel yaitu untuk dependen variabel (Y) loyalitas pelanggan, dan independen variabel (X) terdiri dari kualitas pelayanan, kepuasan pelanggan dan keamanan barang; (4) skala pengukuran menggunakan skala likert; dan (5) metode analisis menggunakan analisis regresi linier berganda. Hasil penelitian (1) kualitas pelayanan berpengaruh signifikan terhadap loyalitas pelanggan PT. Angkasa Pura Logistic Surabaya; (2) kepuasan pelanggan berpengaruh signifikan terhadap loyalitas pelanggan PT. Angkasa Pura Logistic Surabaya; (3) keamanan barang berpengaruh signifikan terhadap loyalitas pelanggan PT. Angkasa Pura Logistic Surabaya; (4) kualitas pelayanan, kepuasan pelanggan, dan keamanan barang berpengaruh signifikan terhadap loyalitas pelanggan PT. Angkasa Pura Logistic Surabaya.

Kata-kata kunci : kualitas pelayanan, kepuasan pelanggan, keamanan barang, loyalitas pelanggan.

ABSTRACT

In this study the problem was formulated as follows: (1) Does service quality affect the customer loyalty of PT. Angkasa Pura Logistic Surabaya?; (2) Does satisfaction affect the customer loyalty of PT. Angkasa Pura Logistic Surabaya ?; (3) Does the security of goods affect the customer loyalty of PT. Angkasa Pura Logistic Surabaya ?; (4) Do the quality of service, customer satisfaction and security of goods affect the customer loyalty of freight forwarding services at PT Angkasa Pura Logistic Surabaya?. To answer the above problems, the following research methods are used: (1) the location of the research is at PT. Angkasa Pura Logistic Surabaya (2) the sample taken as much as 80 respondents and the sampling method used is total sampling / census means that from all 80 respondents taken as sampling, (3) identification of variables namely for variable dependence (Y) customer loyalty, and independent variable (X) consists from service quality, customer satisfaction and goods security; (4) scale of measurement using a Likert scale; and (5) analytical methods using multiple linear regression analysis. The results of the study (1) service quality have a significant effect on customer loyalty of PT. Angkasa Pura Logistic Surabaya; (2) customer satisfaction has a significant effect on customer loyalty at PT. Angkasa Pura Logistic Surabaya; (3) goods security has a significant effect on customer loyalty at PT. Angkasa Pura Logistic Surabaya; (4) service quality, customer satisfaction, and goods security have a significant effect on customer loyalty at PT. Angkasa Pura Logistic Surabaya.

Key words: service quality, customer satisfaction, goods security, customer loyalty.