

ABSTRACT

This study aims to determine and analyze the factors that influence customer satisfaction, especially on export services. Multiple linear regression analysis was used to examine 3 variable independent variables such as service quality, price and promotion to customer satisfaction. The research data were obtained from 60 respondents of customers PT. Indoexpress Logistics in the DKI Jakarta area. The results showed that service quality, price and promotion had a significant positive effect on customer satisfaction. Improved service quality, price and promotion results in increased customer satisfaction.

Keywords: *customer satisfaction, service quality, price, promotion, logistics services*



ABSTRAK

Penelitian ini ditujukan untuk mengetahui dan menganalisa faktor-faktor yang mempengaruhi kepuasan pelanggan khususnya pada jasa ekspor. Analisis regresi linier berganda digunakan untuk menguji tiga variabel bebas yaitu *service quality*, *price* dan *promotion* terhadap kepuasan pelanggan. Data penelitian berasal dari 60 responden yang merupakan pelanggan PT. Indoexpress Logistics yang berada di wilayah DKI Jakarta. Hasil penelitian menunjukkan *service quality*, *price* dan *promotion* berpengaruh signifikan secara positif terhadap kepuasan pelanggan. Peningkatan *service quality*, *price* dan *promotion* yang dilakukan akan disertai dengan peningkatan kepuasan pelanggan.

Kata kunci: kepuasan pelanggan, kualitas pelayanan, harga, promosi, jasa logistik

