

ABSTRACT

(AHMAD FIKRI SUTARTO/ 2000861201188/ 2024 / THE INFLUENCE OF SATISFACTION ON CONSUMER LOYALTY IN JNE CITY DELIVERY SERVICE COMPANIES / SUPERVISOR I PUPU SOPINI, SE, MM./ SUPERVISOR II H. DENNY ASMAS, SE, MSi.)

Satisfaction plays a very important role in consumer loyalty. Therefore, the aim of this research is to describe consumer satisfaction and consumer loyalty in using JNE goods delivery services in Jambi City, as well as knowing and analyzing the influence of consumer satisfaction on consumer loyalty in using JNE goods delivery services in Jambi City.

The research method in this research is descriptive and quantitative. Data analysis uses SPSS Ver 23 and uses a simple linear regression model with $Y = a+b.X+e$ calculation. Distribution of questionnaires to the population of consumers who use the services of the JNE City goods delivery service company more than 3 times in 2023, namely 242,710 people, the formula used to find samples is the Slovin formula according to Sugiyono (2013: 56) so that the sample in this study is 100 respondents .

PT. JNE was founded in 1990, not only serving domestic goods delivery, PT. JNE also provides goods delivery services abroad. PT Network. JNE's extensive and professional services have helped in product distribution and increased competitiveness in marketing.

The research method in this research is descriptive and quantitative. Data analysis used SPSS Ver 23 and used a simple linear regression model with calculated $Y = 0.780+0.476X+e$. The regression coefficient for consumer satisfaction (X) is 0.476, meaning that consumer satisfaction (X) has increased by 1, so consumer loyalty (Y) for JNE City of Jambi has increased by 0.476. The coefficient of determination is known from the value $R^2=0.393$ (39.3%), which means that consumer satisfaction (X) is able to explain consumer loyalty (Y) at JNE Jambi City of 39.3% and the remaining 60.7% is influenced by other variables. Not investigated in this study.

Based on the t test, the tcount value is 4.940 and ttable is 1.98447. From the comparison results, it can be seen that the test with a comparison of tcount $4.940 > ttable$ 1.98447 means that H_0 is accepted by H_1 . Rejected. This means that consumer satisfaction influences consumer loyalty to JNE goods delivery services in Jambi City.

Keywords: Consumer Satisfaction, Consumer Loyalty