

## ABSTRACT

*Glend Adi Chandra / 170861201351 / Faculty of Economics / 2024 / The Influence of Service Quality on Consumer Satisfaction at JNE Jambi Setiabudi Branch / 1<sup>st</sup> Supervisor I Ahmad Tarmizi,S.E,M.M /2<sup>nd</sup> Supervisor Denny Asmas,S.E,M.SI*

*Marketing management is a part of the system that is at top priority for enterprise management performance. For a company marketing activities is very important, because marketing is very full role for all activities of the company.*

*The focus of this research is to prove the influence of quality on customer satisfaction because it can be seen that currently rapid economic growth has reached competition that must be faced by business people so that service quality is the focus of companies today to be able to survive and gain customer trust. The object of this research is JNE Jambi Setiabudi Branch.*

*JNE was founded in 1990 by Soeprapto Suparno and Johari Zein as a company engaged in customs and importing goods from abroad to Indonesia. The aim of this research is as follows: To determine the quality of service and consumer satisfaction at JNE Jambi Setiabudi Branch (Jl. Teuku Sulaiman No. 52A, Pakuan Baru, South Jambi District, Jambi City).*

*Based on the research results, it shows that the calculated  $t$  value is greater than the  $t$  table with a value of  $(11.539 > 1.98525)$ , so  $H_0$  is rejected and  $H_1$  is accepted. The coefficient of determination ( $R^2$ ) value is 58.4%, which means the contribution of the independent variable, namely service quality ( $X$ ), influences the dependent variable patient satisfaction ( $Y$ ) by 58.4%, while the remaining 41.6% is influenced by other factors. So it can be concluded that service quality has a significant effect on consumer satisfaction at the JNE Jambi Setiabudi branch.*

*Keyword: Service Quality, Customer Satisfaction*