

ABSTRACT

The Impact of Service Innovation and Service Quality on Customer Loyalty Through Customer Satisfaction (A Case Study of JNE Users in South Tangerang)

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This study was conducted with the aim of testing the influence of innovation and service quality variables on customer loyalty through customer satisfaction as an intervening variable on JNE expedition customers in South Tangerang. In this study, there is a gap in the relationship between each variable. This study uses a quantitative method with a focus on the research object of JNE users in South Tangerang. In this study, a purposive sampling technique was used from a sample of 160 samples distributed in the form of questionnaires via social media. The samples that have been collected are then processed using data analysis techniques based on Partial Least Square (PLS) with SmartPLS software version 4. From the data processing, it provides results that service innovation has a significant effect on customer loyalty, Service quality has a significant effect on customer loyalty, Service innovation has a significant effect on customer satisfaction, Service quality has a significant effect on customer satisfaction, Customer satisfaction has a significant effect on customer loyalty, Service innovation has an indirect and significant effect on customer loyalty through customer satisfaction as an intervening variable, Service quality has an indirect and significant effect on customer loyalty through customer satisfaction as an intervening variable.

Keywords: *JNE, Service Innovation, Service Quality, Customer Loyalty, Customer Satisfaction*