

ABSTRACT

The tight competition in the goods delivery industry shows that companies must be able to maintain customer loyalty. However, there is a problem of customer loyalty in the Freight Forwarding Service Company PT. Rhenus Logistics Indonesia Semarang branch, as proven by company customer data. Factors that can influence customer loyalty when using freight forwarding services include service quality, service recovery, price perception, and customer satisfaction as intervening variables. This research aims to determine the influence of service quality, service recovery, price perception, and customer satisfaction as intervening variables on customer loyalty at the PT. Rhenus Logistics Indonesia Semarang branch.

The population of this research is all consumers who have used the services of the PT. Rhenus Logistics Indonesia Semarang branch, with a sample of 100 respondents taken using purposive sampling. The data collection method used to obtain primary data was carried out using a questionnaire. Instrument testing was carried out using validity and reliability tests, and the statistical data analysis tool used was the SmartPLS (Partial Least Square) Structural Equation Modeling (SEM) program.

The research results show that (1) Service quality has a positive and significant effect on customer satisfaction (2) Price perception has a positive and significant effect on customer satisfaction (3) Service recovery has a positive and significant effect on customer satisfaction (4) Service quality has a positive and significant effect on customer loyalty (5) Price perception has a positive and significant effect on customer loyalty (6) Service recovery has a positive and significant effect on customer loyalty (7) Customer satisfaction has a positive and significant effect on customer loyalty (8) Customer satisfaction is able to mediate the effect of Service Quality on Loyalty customers (9) Customer satisfaction is able to mediate the influence of Price Perception on customer Loyalty (10) Customer satisfaction is able to mediate the influence of Service Recovery on customer Loyalty.

Keywords: *service quality, service recovery, price perception, customer loyalty, customer satisfaction, and freight forwarding.*