ABSTRACT

The logistics service industry has become one of the businesses contributing to economic growth in Indonesia in recent years. One company that provides services in the logistics sector is SiCepat Ekspres. Unfortunately, in the midst of many people who use logistics services to support the delivery of goods, SiCepat Express has not become the main choice for consumers in using Logistics Services. Although SiCepat has done various ways to improve the quality of their services, if seen from the Top Brand 2021 data, SiCepat Express' reputation has not been able to rank in the top five. In addition to this phenomenon, it was found the results of previous studies which stated that service quality had no effect on customer satisfaction. This phenomenon and research is the basis of research that aims to develop an empirical model to overcome logistics services quality to customer satisfaction in order to producecustome satisfaction SiCepat Ekpress, through the concept of brand image and brand attachment.

This research begins by developing a research model between logistics service quality, brand image, brandattachmentt, and customer satisfaction. Further data obtained from 150 respondents obtained through the distribution of questionnaires with open questions and closed questions. Respondents are consumers who have used SiCepat Express at least 2 times. Then the data was processed using the Structural Equation Model (SEM) and processed with the Analysis Moment of Structural (AMOS) version 23 analysis tool.

The findings of this study indicate that logistics services quality has a significant positive effect on brand image, brand image has a significant positive effect on brand attachment, brand image has a positive effect on costomer satisfaction, brand attachment has a significant positive effect on customer satisfaction, and brand image mediates the relationship between logistics services quality on customer satisfaction.

Keywords: Logistics Servic Qualitye, Brand Image, Brand Attachment, Customer satiisfaction

SEMARANG
FEB UNDIP