

## **ABSTRACT**

*Logistics delivery services, or what are often referred to as logistics delivery services, are one sector that plays an important role in supporting the supply chain and distribution of goods. Various expedition services that are widely known by the public include JNE, TIKI, Pos Indonesia, and J&T. The presence of these various choices has resulted in business competition in the field of sending goods and documents becoming increasingly fierce. According to the Top Brand Award, in 2018-2023 JNE expeditions experienced a degradation from first place, which was strengthened by J&T expeditions as first place. Apart from this phenomenon, there are inconsistencies in previous research which has research variables, namely between Service Quality on Purchasing Decisions and Price Perception on Purchasing Decisions. From this phenomenon and research, this research aims to answer the gap between Service Quality and Price Perceptions on Purchasing Decisions on JNE consumer expeditions in Semarang City with Repurchase Intention as a mediation for this research.*

*The data in this research was obtained by distributing a questionnaire using open and closed questions, which succeeded in obtaining 140 respondents. The respondents following criteria are JNE expedition consumers who are familiar with JNE expedition services, have used JNE expedition services, and live in Semarang City. The results of the questionnaire data were then analyzed quantitatively structurally using the SEM (Structural Equation Modeling) method in the AMOS (Analysis Moment of Structural) version 24 program.*

*The research results show that Service Quality and Price Perception have a positive and significant influence on Purchasing Decisions. Service Quality and Price Perception also have a positive and significant influence on Repurchase Intention. Likewise, Repurchase Intention has a positive and significant influence on Purchase Decisions. The managerial implication that can be taken from this research is to give consideration to the JNE expedition company in improving Service Quality and Price Perception among consumers in order to increase consumers' Repurchase Intention to use JNE expedition services as their choice.*

**Keywords:** *Service Quality, Price Perception, Repurchase Intention, Purchase Decision*

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