

## **ABSTRACT**

### **THE EFFECT OF SERVICE QUALITY AND EASE ON CONSUMER SATISFACTION AT JNE BANDAR LAMPUNG**

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PT JNE is a well-known freight forwarding company. One of Potential industries in Indonesia at this time JNE has issued an application viz MyJNE, which functions to check JNE shipping rates throughout Indonesia, check the status JNE delivery, check the nearest JNE location and make a sale and purchase transaction between individual sellers and buyers, the application is expected to facilitate consumers in use JNE shipping services which will later have an impact on customer satisfaction JNE. With this phenomenon this study was aimed at finding out and explaining the effect of the service quality and the ease on the consumer satisfaction. This research used the quantitative research using an associative method. The population in this study was the consumers who used JNE delivery services, because in this study the population was large and the amount was not known with certainty, then the researcher took the sample of 100 respondents. The result of the study which was done by using the multiple linear regression and the result of the hypothesis testing partially indicated that the service quality affected the job satisfaction of the JNE Consumers in Bandar Lampung, and the ease variable affected the consumer satisfaction at JNE in Bandar Lampung. Simultaneously the hypothesis testing produced that the variables of service quality and the ease affected the sconsumer satisfaction of JNE in Bandar Lampung.

Keywords: Service Quality, Ease and Customer Satisfaction