

INTISARI

Pos Indonesia adalah badan perusahaan milik negara (BUMN) yang bergerak dalam bidang industri pengiriman barang dan logistik, menyediakan jasa pengiriman barang dari satu wilayah ke wilayah lainnya. Dalam peningkatan dan pertumbuhan *e-commerce* di Indonesia Pos Indonesia mengalami kegagalan dalam menangkap peluang pertumbuhan. Padahal pelaku utama *e-commerce* yaitu para pelaku bisnis daring, merupakan pengguna utama jasa pengiriman barang, karena model bisnis daring yang mengharuskan proses pengantaran barang membutuhkan bantuan perusahaan seperti Pos Indonesia. Seiring dengan pertumbuhan pelaku bisnis daring, perusahaan penyedia layanan pengiriman barang seperti Pos Indonesia diharuskan untuk memperbaiki kualitas layanan logistik atau *logistics service quality*, kualitas pengiriman barang yang baik diperlukan oleh pelaku bisnis daring untuk mendukung kelancaran bisnis mereka, kualitas *logistics service quality* yang baik dapat mendorong loyalitas para pelaku bisnis daring untuk terus menggunakan layanan. Penulis menganalisis bagaimana *logistics service quality* Pos Indonesia dapat berpengaruh terhadap loyalitas dengan kepuasan, kepercayaan dan komitmen sebagai moderasi. Penelitian ini bersifat kuantitatif dengan metode penyebaran *google form* kepada pelaku bisnis daring yang menggunakan layanan Pos Indonesia, diseleksi menggunakan metode *purposive sampling*. Responden yang berhasil dikumpulkan berjumlah 148. Metode analisis menggunakan aplikasi *Smart PLS*. Pos Indonesia harus meningkatkan layanan *logistics service quality*, layanan pengiriman yang ditawarkan masih dinilai belum baik oleh para pelaku bisnis daring. Pos Indonesia harus memperbaiki kualitas layanan *operational* dan *relational*, seperti kesopanan terhadap pelanggan, pengiriman barang yang lambat, menetapkan harga yang lebih bersaing, waktu transit yang tidak cepat dan harus lebih mendengarkan masukan dari pelanggan. Pelaku usaha bisnis daring merasa bahwa kualitas *operational* dan *relational* harus baik guna membantu mereka dalam aktivitas bisnis daring mereka. Pos Indonesia disarankan untuk meningkatkan kembali *logistics service quality* yang diberikan guna meningkatkan kepuasan dan komitmen terhadap layanan Pos Indonesia, agar mendorong loyalitas para pelaku bisnis daring.

Kata Kunci: logistics service quality, kepuasan, kepercayaan, komitmen, loyalitas konsumen

ABSTRACT

Pos Indonesia is a state-owned enterprise (BUMN) engaged in the freight forwarding and logistics industry, providing goods delivery services from one region to another. In the increase and growth of *e-commerce* in Indonesia Pos Indonesia has failed to grasp growth opportunities. In fact, the main actors of *e-commerce*, namely online business people, are the main users of freight forwarding services, because the online business model that requires the process of delivering goods requires the help of companies such as Pos Indonesia. Along with the growth of online business people, freight forwarding service providers such as Pos Indonesia are required to improve the quality of *logistics services or logistics service quality*, good quality of delivery of goods is needed by online business people to support the smooth running of their business, quality *logistics service quality* a good one can encourage the loyalty of online businesses to continue using the service. The author analyzes how *Pos Indonesia's logistics service quality* can affect loyalty with satisfaction, trust and commitment as moderation. This research is quantitative with the method of distributing *google forms* to online business people who use Pos Indonesia services, selected using the *purposive sampling* method. The respondents collected were 148. The analysis method uses the *Smart PLS application*. Pos Indonesia must improve *logistics service quality*, the delivery services offered are still considered not good by online business people. Pos Indonesia must improve the quality of *operational* and *relational* services, such as politeness towards customers, slow delivery of goods, setting more competitive prices, not fast transit times and having to listen more to customer input. Online business people feel that *operational* and *relational* quality must be good to help them in their online business activities. Pos Indonesia is advised to improve the *logistics service quality* provided in order to increase satisfaction and commitment to Pos Indonesia services, in order to encourage the loyalty of online business people.

Keywords: logistics service quality, satisfaction, trust, commitment, customer loyalty