

## ABSTRACT

E-commerce starts to hike their way up into the top of the chain in shopping preferences for people around the world, including in Indonesia. Most of the e-commerce in Indonesia do their delivery of products by using a third-party logistics (3PL) services, which during the time of their collaboration both step up their game by offering same-day delivery service to their customer. The purpose of this research is to re-examines the impact of logistics service quality specifically same-day delivery service in Indonesia's e-commerce towards customer loyalty with the e-commerce. Logistics service quality, customer's satisfaction with the 3PL, and customer's loyalty towards the e-commerce are discussed and examined in this research. A literature review is used to determine the conceptual model and the measurement scales. Data are collected through online survey and a non-probability purposive sampling used in this research. Respondents are the customers of an e-commerce in Indonesia that provide same-day delivery service as one of their delivery options.

The findings indicate that logistics service quality of a 3PL have an important role for e-commerce business to maintain their customer's satisfaction that lead into loyalty to the e-commerce. When customer's satisfaction to the 3PL mediate the relationship between logistics service quality and customer's loyalty towards the e-commerce, the result shows stronger influence rather than direct relationship between logistics service quality and customer's loyalty towards e-commerce. It shows the importance of 3PL services role in the logistics process to influence customer to be loyal to a certain e-commerce.

**Keywords:** Operational management, logistics service quality, customer satisfaction, customer loyalty, e-commerce, same-day delivery, third-party logistic (3PL).

*E-commerce* mulai naik ke urutan teratas dalam preferensi belanja orang-orang di seluruh dunia, termasuk di Indonesia. Sebagian besar *e-commerce* di Indonesia melakukan pengiriman produk dengan menggunakan layanan penyedia logistik pihak ketiga, dimana pada kolaborasi tersebut mereka meningkatkan pelayanan mereka dengan menawarkan layanan pengiriman pada hari yang sama kepada pelanggan mereka. Tujuan dari penelitian ini adalah untuk menguji kembali dampak kualitas layanan logistik khususnya layanan pengiriman pada hari yang sama di *e-commerce* Indonesia terhadap loyalitas pelanggan kepada *e-commerce*. Kualitas layanan logistik, kepuasan pelanggan dengan layanan penyedia logistik pihak ketiga, dan loyalitas pelanggan terhadap *e-commerce* dibahas dan diperiksa dalam penelitian ini. Tinjauan literatur digunakan untuk menentukan model konseptual dan skala pengukuran. Data dikumpulkan melalui survei online dan non-probabilitas *purposive sampling* digunakan dalam penelitian ini. Responden adalah pelanggan dari *e-commerce* di Indonesia yang menyediakan layanan pengiriman pada hari yang sama sebagai salah satu opsi pengiriman mereka.

Temuan menunjukkan bahwa kualitas layanan logistik dari layanan penyedia logistik pihak ketiga memiliki peran penting bagi bisnis *e-commerce* untuk menjaga kepuasan pelanggan mereka yang mengarah pada kesetiaan terhadap *e-commerce* tersebut. Ketika kepuasan pelanggan terhadap penyedia jasa logistik pihak ketiga memediasi hubungan antara kualitas layanan logistik dan loyalitas pelanggan terhadap *e-commerce*, hasilnya menunjukkan pengaruh yang lebih kuat daripada hubungan langsung antara kualitas layanan logistik dan loyalitas pelanggan terhadap *e-commerce*. Ini menunjukkan pentingnya peran layanan penyedia jasa logistik pihak ketiga dalam proses logistik untuk memengaruhi pelanggan agar loyal terhadap *e-commerce* tertentu.

Kata kunci: Manajemen operasional, kualitas layanan logistik, kepuasan pelanggan, loyalitas pelanggan, *e-commerce*, pengiriman pada hari yang sama, penyedia jasa logistik pihak ketiga.