

ABSTRAK

Zega, Aperianto, 2025. Analisis Kepuasan Pelanggan Dalam Layanan Distribusi Pengiriman Barang Pada J&T Express Lotu Kabupaten Nias Utara. Skripsi Prodi Manajemen Universitas Nias. Pembimbing Aferiaman Telaumbanua S.E.,M.M

Kepuasan pelanggan merupakan faktor penting dalam menentukan keberhasilan perusahaan jasa logistik. Penelitian ini bertujuan untuk menganalisis kepuasan pelanggan dalam layanan distribusi pengiriman barang pada J&T Express Lotu, Kabupaten Nias Utara. Dengan menggunakan metode penelitian kualitatif, data dikumpulkan melalui wawancara, observasi, dan studi dokumentasi. Penelitian ini mengkaji berbagai aspek yang memengaruhi kepuasan pelanggan, termasuk kecepatan layanan, ketepatan pengiriman, responsivitas layanan, dan penanganan keluhan. Hasil penelitian menunjukkan bahwa meskipun pelanggan secara umum menghargai layanan pengiriman yang diberikan, masih terdapat beberapa aspek yang perlu ditingkatkan, terutama dalam hal responsivitas layanan dan penanganan keluhan pelanggan. Temuan dalam penelitian ini diharapkan dapat menjadi acuan bagi J&T Express dalam meningkatkan kualitas layanan pengiriman guna meningkatkan kepuasan pelanggan.

Kata Kunci : Kepuasan Pelanggan, Layanan Pengiriman, J&T Express, Penelitian Kualitatif

ABSTRACT

Zega, Aperianto, 2025. Analysis of Customer Satisfaction in the Distribution Service of Goods Delivery at J&T Express Lotu, North Nias Regency. Thesis of the Management Study Program, Nias University. Supervisor Aferiaman Telaumbanua S.E., M.M

Customer satisfaction is a crucial factor in determining the success of a logistics service company. This study aims to analyze customer satisfaction in the delivery service distribution at J&T Express Lotu, North Nias Regency. Using a qualitative research method, data were collected through interviews, observations, and documentation studies. The study examines various aspects that influence customer satisfaction, including service speed, delivery accuracy, service responsiveness, and complaint handling. The results indicate that while customers generally appreciate the delivery services provided, there are still areas for improvement, particularly in terms of service responsiveness and handling of customer complaints. The findings of this study are expected to serve as a reference for J&T Express in enhancing the quality of its delivery services to improve customer satisfaction.

Keywords: Customer Satisfaction, Delivery Service, J&T Express,
Qualitative Research