

ABSTRAK

Pesatnya pertumbuhan industri jasa ekspedisi di Indonesia memunculkan persaingan yang semakin ketat di antara para penyedia layanan pengiriman barang. Perusahaan ekspedisi seperti J&T Express, JNE Express, dan SiCepat Express berusaha meningkatkan *service quality* guna mempertahankan loyalitas pelanggan serta memperkuat posisi merek mereka di tengah persaingan pasar. Dalam konteks tersebut, pemahaman mengenai pengaruh kualitas pelayanan (*service quality*), citra merek (*brand image*), dan kepuasan pelanggan terhadap loyalitas pelanggan serta *brand positioning* menjadi sangat penting untuk dijadikan dasar dalam pengambilan keputusan strategis perusahaan.

Penelitian ini bertujuan untuk menganalisis pengaruh *service quality*, *brand image*, dan *kepuasan pelanggan* terhadap *loyalitas pelanggan* pada tiga jasa ekspedisi di Indonesia dengan menggunakan metode *Partial Least Square–Structural Equation Modeling* (PLS-SEM) dan metode *Importance-Performance Map Analysis* (IPMA). Data primer dikumpulkan melalui penyebaran kuesioner kepada 249 responden yang telah menggunakan ketiga layanan ekspedisi minimal dua kali. Analisis dilakukan dengan menggunakan *software SmartPLS4*.

Hasil penelitian menunjukkan bahwa seluruh hubungan antar variabel memiliki pengaruh signifikan, dengan *service quality* menjadi variabel yang paling dominan dalam membentuk *brand image* dan *kepuasan pelanggan*. Sementara itu, *kepuasan pelanggan* terbukti sebagai mediator utama dalam membentuk *loyalitas pelanggan*. Hasil analisis IPMA menunjukkan bahwa pada J&T Express, indikator *responsiveness* dan *assurance* memiliki nilai kepentingan tinggi dan performa baik, sehingga perlu dipertahankan. Sebaliknya, JNE Express memiliki performa rendah pada indikator *tangibles* dan *empathy*, yang meskipun penting, belum memenuhi harapan pelanggan dan perlu menjadi fokus perbaikan. Sedangkan pada SiCepat Express, indikator *responsiveness* dan *assurance* juga menunjukkan performa rendah meski memiliki tingkat kepentingan yang tinggi.

Kata Kunci: *Service quality, Brand image, Customers satisfaction, Customers loyalty, PLS-SEM, IPMA*

**THE INFLUENCE OF THE RELATIONSHIP BETWEEN SERVICE
QUALITY, BRAND IMAGE AND CUSTOMER SATISFACTION ON
CUSTOMER LOYALTY AND BRAND POSITIONING OF EXPEDITION
SERVICES USING THE PARTIAL LEAST SQUARE-STRUCTURAL
EQUATION MODEL METHOD IN INDONESIAN
(Studi Kasus: J&T Express Indonesia, JNE Express dan SiCepat Express
Ekspres Indonesia)**

ABSTRACT

The rapid growth of the courier service industry in Indonesia has intensified competition among logistics providers. Companies such as J&T Express, JNE Express, and SiCepat Express are striving to improve service quality to retain customer loyalty and strengthen their brand positioning in a competitive market. In this context, understanding the influence of service quality, brand image, and customer satisfaction on customer loyalty and brand positioning is crucial as a foundation for strategic business decisions.

This study aims to analyze the influence of service quality, brand image, and customer satisfaction on customer loyalty among three major courier services in Indonesia using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. Furthermore, the Importance-Performance Map Analysis (IPMA) was applied to identify which indicators are most important but underperforming, thereby requiring improvement. Primary data were collected through questionnaires distributed to 366 respondents who had used all three courier services at least twice. Data analysis was conducted using SmartPLS software.

The results indicate that all relationships between the variables are statistically significant. Service quality shows the strongest influence on brand image and customer satisfaction, while customer satisfaction acts as a key mediator in shaping customer loyalty. The IPMA results reveal that, for J&T Express, the responsiveness and assurance indicators perform well and are of high importance, making them factors to be maintained. In contrast, JNE Express shows underperformance in the tangibles and empathy dimensions, which are considered important by customers and thus require immediate improvement. For SiCepat Express, responsiveness and assurance also exhibit low performance despite high importance ratings. These findings suggest that enhancing these aspects of service quality should be a managerial priority to build sustainable customer loyalty and strengthen brand positioning within the domestic courier industry.

Keywords: *Service quality, Brand image, Customers satisfaction, Customers loyalty, PLS-SEM, IPMA.*