

**PENGARUH *SERVICE QUALITY* DAN *CUSTOMER PERCEIVED VALUE*  
TERHADAP *CUSTOMER SATISFACTION* MELALUI *TRUST* PADA  
PENGUNA JASA PENGIRIMAN ANTERAJA MELALUI *PLATFORM*  
TOKOPEDIA INDONESIA**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh *service quality* dan *customer perceived value* terhadap *customer satisfaction* dengan *trust* sebagai variabel mediasi pada pengguna jasa pengiriman AnterAja melalui *platform* Tokopedia Indonesia. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengumpulan data melalui kuesioner yang disebarakan kepada 160 responden pengguna layanan AnterAja di Tokopedia. Metode analisis yang digunakan adalah PLS-SEM (*Partial Least Squares Structural Equation Modeling*). Hasil penelitian menunjukkan bahwa *service quality* dan *customer perceived value* berpengaruh positif dan signifikan terhadap *trust* dan *customer satisfaction*. Selain itu, *trust* juga berpengaruh positif dan signifikan terhadap *customer satisfaction*. Hasil pengujian mediasi menunjukkan bahwa *trust* berperan sebagai variabel mediasi parsial (*complementary mediation*) dalam hubungan antara *service quality* dan *customer perceived value* terhadap *customer satisfaction*. Temuan ini mengindikasikan bahwa peningkatan kualitas layanan dan nilai yang dirasakan pelanggan perlu diimbangi dengan pembangunan kepercayaan untuk meningkatkan kepuasan pelanggan secara optimal. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan strategi layanan pada industri logistik dan *e-commerce* di Indonesia.

**Kata kunci:** kepuasan pelanggan, kualitas layanan, nilai yang dirasakan pelanggan, kepercayaan pelanggan.

***THE EFFECT OF SERVICE QUALITY AND CUSTOMER PERCEIVED VALUE  
ON CUSTOMER SATISFACTION THROUGH TRUST AMONG ANTERAJA  
DELIVERY SERVICE USERS ON THE TOKOPEDIA PLATFORM IN  
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***ABSTRACT***

*This study aims to analyze the effect of service quality and customer perceived value on customer satisfaction with trust as a mediating variable among users of AnterAja delivery services through the Tokopedia platform in Indonesia. This research employs a quantitative approach, with data collected through questionnaires distributed to 160 respondents who use AnterAja services on Tokopedia. The data were analyzed using PLS-SEM (Partial Least Squares Structural Equation Modeling). The results indicate that service quality and customer perceived value have a positive and significant effect on trust and customer satisfaction. In addition, trust also has a positive and significant effect on customer satisfaction. The mediation analysis shows that trust plays a partial mediating role (complementary mediation) in the relationship between service quality and customer perceived value on customer satisfaction. These findings suggest that improving service quality and customer perceived value should be accompanied by strengthening customer trust to enhance customer satisfaction. This study is expected to contribute to the development of service strategies in the logistics and e-commerce industry in Indonesia.*

***Keywords:*** *customer satisfaction, service quality, customer perceived value, trust.*