

ABSTRACT

This study aimed to analyze the Influence of Service Quality, Customer Satisfaction, and Corporate Image on Customer Loyalty JNE service delivery in the city of Yogyakarta. In this study JNE service delivery as an object, and the subject is that consumers ever use JNE service delivery in the city of Yogyakarta at least 2 times. Sample of 155 respondents in the city of Yogyakarta. The analytical tool used was SPSS version 21.0 for Windows.

Based on the analysis that has been done, the result that service quality does not significantly influence the corporate image, service quality not significant effect on customer satisfaction, service quality has not significant effect on customer loyalty, corporate image significant effect on customer satisfaction, customer satisfaction have a significant effect on customer loyalty, corporate image influence on customer loyalty, customer satisfaction is not able to mediate service quality on customer loyalty, and customer satisfaction is able to mediate the corporate image on customer loyalty.

Keywords: Service Quality, Customer Satisfaction, Corporate Image, Customer Loyalty