

## **ABSTRACT**

*This study aims to analyze the influence between perception service quality variables on customer satisfaction, perception service quality to customer loyalty, customer satisfaction on customer loyalty and perception service quality to customer loyalty through customer satisfaction as intervening variable.*

*This research was conducted JNE Express Service Delivery In Yogyakarta with 156 samples with purposive sampling technique with SEM (Structural Equation Modeling) method that was processed using AMOS 24 program.*

*The results of this study indicate that perception service quality has a significant positive effect on customer satisfaction, perception service quality has a significant positive effect on customer loyalty, customer satisfaction has a significant positive effect on customer loyalty, and perception service quality indirect effect to customer loyalty through customer satisfaction as intervening variable.*

*Keywords: Perception Service Quality, Customer Satisfaction, Customer Loyalty*