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INFLUENCE MEDIATION QUALITY LOGISTICS SERVICES, SERVICE COSTS, CUSTOMER SATISFACTION, AND DEPENDENCIES TO LOYALTY CUSTOMERS IN THE CONTAINER SHIPPING INDUSTRY

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ABSTRACT

This research aim for analyze influence mediation of logistics service quality, service cost, satisfaction, and dependence on level of customer loyalty in the industry cruise chest pack. In this case, the Expectancy Disconfirmation Theory is used to explain How individual evaluate experience consumption those, which are influenced by aspects expectations, performance, and disconfirmation. Research This use approach quantitative through distribution instrument study against 225 users service logistics chest premium and regular packaging in Surabaya. The method used in this study This is SEM AMOS which is continued with multigroup analysis (MGA). The results of the full model study show that empathy, assurance, tangibility, responsiveness, logistics service quality, satisfaction, and dependence have significant influence towards customer loyalty. Furthermore, the MGA that was carried out for type premium service shows that logistics service quality, service cost, and dependence are factor deep key increase loyalty customers on the type premium services. Meanwhile, in the analysis type service regular, shows that empathy, responsiveness, logistics service quality, service cost, and dependence are aspect main influencing factors level loyalty customer to service delivery chest pack regular. Therefore that is important for providers service logistics chest pack For always increase quality services, evaluate policy appropriate rates, and develop effective strategies to maintain loyalty customer.

Keywords: Quality Service Logistics, Satisfaction, Dependency, Industry Cruise Chest Packaging, Multigroup Analysis

INTRODUCTION

Shipping industry chest packaging in Indonesia as one of the sector important in national economy, competition in industry cruise chest pack moment This the more tight. In the period 2015-2019, the number of shipping fleets national experience improvement up to two times, where in 2015, the number of shipping fleets national is as many as 16,142 ships and in 2019 the number increase to 32,587 ships (Tempo Bisnis, 2020). In the industry cruise chest pack Indonesia, dependency customer can happen Because company capable give appropriate services with needs and wants customers, as well as own extensive infrastructure and network (Ali, Gruchmann, & Melkonyan, 2022). In addition, the service cost factor has also been proven own close relationship at the level satisfaction and loyalty users service logistics. A study conducted by Do, Kim, and Wang (2023) shows that price fairness from cost logistics imposed on users service influential in a way positive to satisfaction and loyalty customer.

Within the scope service delivery chest packaging, quality good service realized through better service fast, safe, and reliable. So, the increase quality service capable increase level dependence customers to providers services. The concept of Service Quality (SERVQUAL) is A the concept described by Parasuraman, Zeithaml, and Berry (1988) was used for measure quality services provided by a company or organization. Within the scope quality services in the field logistics, Mentzer and Flint (1999) explain a concept called logistics service quality (LSQ). In this case, the tangible dimension refers to the aspect physique from something services, such as facilities, equipment, and appearance employee.

PT X is one of the company logistics operating in the field delivery chest packaging and located in East Java. Currently, PT X has own more of 30 branches spread throughout Indonesia. There are two types service delivery chest The packaging that PT X serves is Full Container Load (FCL), which is service delivery container

Where sender use One container full in delivery the cargo, so that in type this service, the load inside container No mixed with cargo owned by other shippers and Less than Container Load (LCL) which is service delivery container Where load inside container the originate from a number of the sender will sent to One area purpose. In addition there is Premium service, this offer several value propositions to customers. In the longterm time One year after launch this premium service, recorded that in the period January to December 2022 there will be 95 customers use this service. However thus, if seen with more detailed transaction data PT X's premium services throughout in 2022, it was found that level loyalty customer to service this low enough.

Based on background behind said, this research focus for analyze how much big influence mediation of logistics service quality, service cost, satisfaction, and dependence on customer loyalty levels in the industry Indonesian shipping at this moment. This Research expected capable become something comprehensive thing for development companies, in particular PT X premium service, so can maintain level loyalty customer as well as quality services in the future. So that study formulate a number of problems that will studied. Research This aim For analyze influence variables of empathy, reliability, assurance, tangibility, and responsiveness on logistics service quality. Furthermore, the research this also examines the influence of logistics service quality on satisfaction. In addition, research This research the influence of satisfaction and service cost on dependence. Finally, this research analyze the influence of dependence on customer's loyalty.

LITERATURE REVIEW

The Expectancy Disconfirmation Theory

According to Kotler and Keller (2013), the value received by customers is combination from mark customer (value product, value service, value employees, and values image) and costs incurred by customers (costs) monetary, costs energy, costs time and cost psychic). Concept mark this customer become very important in marketing strategy development, because moment this customer own Lots choice in choose products and services offered. Therefore that, satisfaction customer become very important thing in increase mark for customers. The Expectancy Disconfirmation Theory (EDT) is A theory in psychology social that explains about How individual evaluate experience consumption, which is influenced by aspects expectations, performance, and disconfirmation. This theory state that loyalty customer influenced by expectations they to something product or service. In the study satisfaction customers, EDT is the most dominant and most common theory For used (Zhang, etc., 2022). According to this theory, someone own hope or expectation certain to product or service before buy or use it. After use product or service said, individual will evaluate whether his expectations fulfilled or no (Hasan, 2019).

Service Quality (SERVQUAL)

The SERVQUAL (Service Quality) approach theory is something method developed by Parasuraman, Zeithaml, and Berry which is widely used used by companies service in do market research for increase quality they service. This method measure quality service based on five dimensions quality services, so that can known mark gap which is difference between two factors main that is perception customer on perceived service with expected service. According to Ramya, Kowsalya, and Dharanipriya (2019), service quality is level services provided party provider services (companies) for fulfil need consumers. Service quality is component important from perception customer, because matter this also takes part influential to level satisfaction customers. Chika and Chigozie (2019) define service quality as connection between provider service with customers and focuses on the experience customer during the transaction process takes place, so that services provided No only just For fulfil need customer only, but also according to with hope customers. Collins (2017) revealed that there are 5 dimensions including Tangibles, Reliability, Responsiveness, Assurance and Empathy.

Logistics Service Quality (LSQ)

Logistics Service Quality (LSQ) is concept explained by Mentzer and Flint for evaluate quality service logistics provided by the company. The LSQ aspect has level important significance in scope business, because this aspect capable influence level satisfaction customers and levels success company in fulfil need customers (Arabelen & Kaya, 2021). LSQ consists of from a number of dimensions that include various aspect quality service logistics, namely responsiveness capability company For respond request customer with fast and effective. Reliability

capability company For give service logistics in a way consistent and able reliable. Tangibles aspects physique or material from service logistics, such as facility Good storage and transportation. Assurance capability company For give trust and sense of security to customer. Empathy ability company For understand needs and perspectives customers. LSQ can measured through various way, such as questionnaires given to customer or observation directly by the party company (Zhang, etc., 2022).

Customer Satisfaction

Customer satisfaction is level feeling someone who is felt by someone after use something product and services and compare with his expectations to performance and results from product/service (Kotler & Keller, 2013). Feelings satisfied or happiness felt by customers arise due to product or the services they provide use has fulfil hope and give image positive for (Naini, Santoso, Andriani, Claudia, & Nurfadillah, 2022). Satisfaction customers are very important for success business Because satisfied customers tend become customer stay and recommend product or service the to others. To increase satisfaction customers, companies need understand needs and wants customer as well as provide product or appropriate services with standards expected by customers (Syarif, 2019) . With method this company can create positive experience for customers and strengthen connection term long. Some method can used for measure level satisfaction customers, such as survey customers, customer feedback, and evaluation performance business (Milner & Furnham, 2017).

Service Cost

According to Drury (2018) the cost is details price from something specified product based on the manufacturing process. Ramdhani, Merida, Hendrani, & Suheri (2020) define cost as mark something goods or service in implementation activity or profitable business revenue and profits. In the industry services, costs required in the service process service called service cost. Service cost or cost service is costs incurred by the company for produce and deliver service to customers (Malagatti, 2020). In the industry service or services, costs incurred can varies depending on the type services offered. Fees service in scope service logistics can interpreted as costs incurred by the company during the delivery process is running goods.

Dependence

Dependence or dependencies is condition Where somebody or something system depend on others for can fulfil need and reach objective certain conditions (Mishra, Sinha, & Koul, 2017). In context business, the dependency felt by customers describe condition when customer consider that No There is alternative service or other equivalent products and more both available in the market, so a feeling of attachment arises between customer with something service and product certain. According to Ali, Melkonyan, Noche, & Gruchmann (2022) dependence can explained to in a number of indicators which include: (1) Costs required For start cooperation with provider service new logistics felt very expensive; (2) It was difficult find the same service from provider service other logistics; (3) Benefits obtained from cooperation with provider service logistics this moment difficult replaced; and (4) Will happen huge loss if separated cooperation with provider service logistics this moment.

Customer Loyalty

Loyalty customer has proven in a way empirical own close relationship with performance and sustainability business and organizations during more from three decade (Hasiri & Afghanpour, 2016). Loyalty customer is trend or desire customer for choose or use return product or service from something brand or company in a way repeated, compared with brand or other companies. According to Jang, Marlow, and Mitroussi (2015) loyalty customers in the industry service cruise can explained in indicator following: (1) There is a need For still cooperate with company cruise moment this; (2) Customer feel bound in a way emotional with company cruise mainly moment this; (3) Customer feel that company cruise mainly moment This proper For get loyalty from customers; (4) Willingness customer For still cooperate with company cruise especially in the year front; (5) Customer intend For do more Lots cooperation with company cruise this moment; and (6) Customers feel that company cruise mainly this moment is choice the first thing that crossed his mind moment think about question business.

Relationship between Variables and Hypotheses

The Influence of Empathy on Logistics Service Quality

Empathy is ability man for understand, feel, and react to feelings felt by other people (Bove, 2019). In context service logistics, empathy is very important in understand needs and expectations customers. Ability employee in showing empathy is one of the factor supporters success something services (Tan, Birgit, & Raechel, 2019). Research conducted by Wieseke, Geigenmuller, and Kraus (2012) shows that that customers who feel high level of empathy from something provider service, tends to give greater value tall to level of service quality in the company based on that. second study said, can concluded that there is a sense of empathy from the provider service logistics can give impact positive on LSQ and loyalty levels customer.

H1: Empathy has an effect significant on logistics service quality

The Influence of Reliability on Logistics Service Quality

Reliability in scope service logistics refers to the ability provider service logistics for give service with consistent and appropriate as promised to customers (Vojtov, etc., 2018). In this case, reliability becomes factor important in improve the Logistics Service Quality (LSQ) shown through results research by Le, Nguyen, and Truong (2020), where this study confirm positive and significant relationship between reliability and LSQ. This is show that the more provider service logistics capable give reliable and consistent service, increasingly the level of LSQ perceived by customers is also high. So that can known that ability provider service logistics in maintain and improve level of reliability can give impact positive on LSQ and loyalty levels customers. Therefore that's important for provider service logistics for notice aspect This in develop better service strategies good, like do measurement consistent performance, optimizing system delivery goods, and improve quality service customer.

H2: Reliability has an effect significant on logistics service quality

The Influence of Assurance on Logistics Service Quality

Research conducted by Limbourg, Giang, and Cools (2016) stated that assurance has an effect positive and significant to quality service logistics and satisfaction customers, which shows that the bigger the level of assurance provided by the provider service logistics to customers, then the more The level of LSQ felt by customers is also high. Research conducted by Malaikhah et al. (2021) also this confirms. existence connection positive and significant between assurance and LSQ. This Research highlight importance assurance aspects in halal food logistics services, where in delivery halal food is necessary existence strict guarantees and controls to provisions that apply to the halal supply chain system from beginning he did delivery until food arrived in hand consumers. Based on study literature that has been done, can taken conclusion that the existence of assurance in services provided by the provider service logistics can give impact positive at the LSQ level.

H3: Assurance has an effect significant on logistics service quality

The Influence of Tangibility on Logistics Service Quality

According to Limbourg, Giang, and Cools (2016) tangibility is ability provider service logistics in give the best service in aspect proof physique or material on the services provided, such as quality products delivered, facilities fields and warehouses, as well as condition vehicle delivery. This Research to explain that tangibility becomes factor important in improve Logistics Service Quality (LSQ), where the Good quality aspect proof physique or material on the service logistics provided, then the more the LSQ level perceived by users is also high service logistics. Research by Calabrese, Ghiron, and Tiburzi (2021) on quality container terminal services packaging also shows that tangibility has influence positive to quality service logistics. Research results show that aspect security and safety are the two things that users expect the most service logistics. Increasingly Good system management as well as availability facility security and safety at the container terminal pack so the more The level of LSQ felt by customers is also high. From both study said, can concluded that provider tangibility level service logistics give positive and significant impact on LSQ level.

H4: Tangibility has an effect significant on logistics service quality

The Influence of Responsiveness on Logistics Service Quality

Le, Nguyen, and Truong (2020) showed that responsiveness is factor influence LSQ significantly significant. There are other studies that show existence connection positive between responsiveness and LSQ is

research by Vu, Grant, & Menachof (2020) entitled Exploring logistics service quality in Hai Phong, Vietnam. This study quality service logistics at the provider service logistics and port operator in Hai Phong, Vietnam based a number of LSQ variables. Based on second study mentioned, it is known that important for provider service logistics For increase ability in give fast and accurate response in handle need or request customer as part from strategy to increase quality service.

H5: Responsiveness has an effect significant on logistics service quality

The Influence of Logistics Service Quality on Satisfaction

Quality good service can increase satisfaction customers, ultimately can influence loyalty customer to provider service logistics. This is explained in research conducted by Le, Nguyen, and Truong (2020) which examined quality services in industry logistics harbor in scope of developing countries. This is also supported by Gaudenzi, Confente, and Russo (2020) in his research which examines LSQ level in the company food in Italy, which shows results similar that is existence connection positive between LSQ and satisfaction customers. However beside that, Politis, Giovanis, and Binioris (2014) stated that satisfaction customer is a dynamic parameter from something business. Change This can influence preferences and expectations future customers.

H6: Logistics service quality has an influence significant towards satisfaction

The Influence of Satisfaction on Dependence

In a study conducted by Ali, Gruchmann, and Melkonyan (2022) it was shown that that satisfaction has influence positive and significant to dependence. This is show that the taller level of satisfaction felt by customers to something service logistics, then the more their level of dependence on providers is also high that service. Important for company provider service logistics For can maintain level of satisfaction with understand need as well as hope customers to form connection term good length with customer.

H7: Satisfaction has an effect significant against dependence

The Influence of Service Cost on Dependence

Research conducted by Huang, Bulut, and Duru (2019) stated that the service cost aspect becomes influencing factors in a way significant election service logistics party third by customers. The more the higher the service cost charged, the more there is a big possibility customer will consider For look for alternative more services cheap or more efficient. However, on the other hand, customers who feel satisfied with quality services provided as well as feel bound and dependent in a way emotional with provider service logistics certain, perhaps more willing For pay higher price. Therefore that 's important for provider service logistics For notice quality service and satisfaction customer through aspect price services charged, for strengthen level dependencies customers on service the logistics they provide. Based on studies literature that has been done, then can concluded hypothesis as following:

H8: Service cost has an effect significant against dependence

The Influence of Dependence on Customer Loyalty

Padgett, Hopkins, and Williams (2020) highlight This phenomenon to in two dimensions of dependence, namely Relationship Value Dependence and Switching Cost Dependence. Relationship Value Dependence is defined as as need customer For maintain connection with provider service consequence existence benefits and profits generated from connection Meanwhile, Switching Cost Dependence can interpreted as need customer For maintain connection with provider service Because existence cost additions to be made appear if connection This ended. Similar conclusions were also obtained from results research conducted by Mishra, Sinha, and Koul (2017) examined dependence relationship on loyalty customers in existing relationships between customer with retailers in the Indian market. Research This show that dependence has influence positive and significant to level loyalty customers. From research said, can concluded that dependence has important role in form loyalty customer.

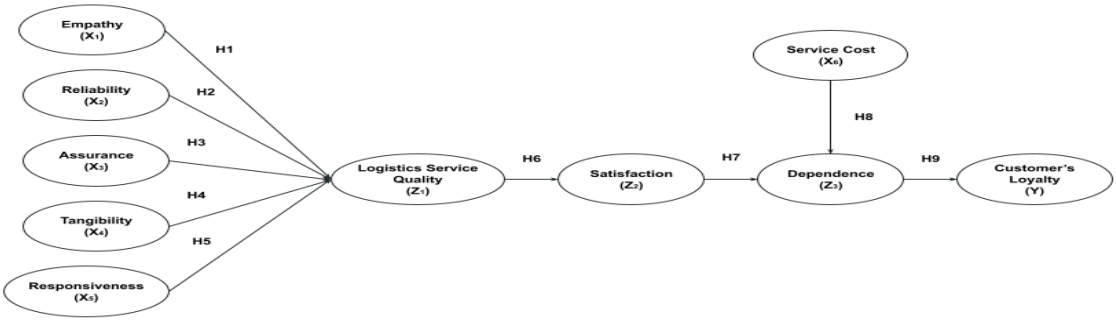
H9: Dependence has an effect significant towards customer loyalty

Analysis Model

Figure 1. Analysis Model

From the explanation the description above, the following is framework conceptual from This study:

Figure 2. Framework Conceptual Study



Source: Processed Data (2023)

RESEARCH METHODS

As for the types the approach used in this research is study quantitative. The method used in this research This is SEM AMOS application of SPSS Statistics 25 which is continued with multigroup analysis (MGA). Research This done to users service delivery chest Kemas who lives in Surabaya. The city of Surabaya was chosen as location study due to based on data from the Central Statistics Agency (2021), Tanjung Perak port, Surabaya is harbor with number activity demolish fit highest third in Indonesia. This research ongoing start month December 2022 to June 2023. Population respondents from study This is customer service delivery chest packaging in Indonesia which also includes customer premium services of PT X, which has 255 customers. So in the research This will there were 255 respondents users service delivery chest premium packaging that will made into objects in instrument data collection research. In this research, scale differential semantics used is scale even For measure results instrument research that has been obtained. Instrument results study measured based on scale even 1 – 10 to avoid answer respondents who tend to choose answer to the value middle (grey area).

RESULT AND DISCUSSION

RESULT

Testing Measurement Model

Measurement model testing is one of the testing in a purposive SEM model for measure how much appropriate manifest variables (indicators) can explain existing latent variables. In this testing there is three indicators that will calculated, namely convergent validity, construct reliability, variance extracted, and discriminant validity.

Table 1. Validity and Reliability Test Measurement Model

Variables			Estimate	Error	CR (Construct Reliability)	AVE value (Variance Extracted)	AVE Root (Discriminant Validity)
X1.1	←	X1	0.902	0.311			
X1.2	←	X1	0.923	0.208			
X1.3	←	X1	0.949	0.151	0.947	0.782	0.884
X1.4	←	X1	0.928	0.214			
X1.5	←	X1	0.889	0.292			
X2.5	←	X2	0.881	0.292			
X2.4	←	X2	0.906	0.228	0.945	0.776	0.881
X2.3	←	X2	0.929	0.182			

Variables			Estimate	Error	CR (Construct Reliability)	AVE value (Variance Extracted)	AVE Root (Discriminant Validity)
X2.2	←	X2	0.92	0.195			
X2.1	←	X2	0.899	0.289			
X5.4	←	X5	0.935	0.184			
X5.3	←	X5	0.932	0.192	0.944	0.808	0.899
X5.2	←	X5	0.916	0.224			
X5.1	←	X5	0.928	0.218			
Z1.5	←	Z1	0.94	0.166			
Z1.4	←	Z1	0.911	0.231			
Z1.3	←	Z1	0.928	0.176	0.954	0.806	0.898
Z1.2	←	Z1	0.927	0.184			
Z1.1	←	Z1	0.915	0.271			
Z2.1	←	Z2	0.938	0.186			
Z2.2	←	Z2	0.933	0.16	0.951	0.829	0.910
Z2.3	←	Z2	0.929	0.18			
Z2.4	←	Z2	0.92	0.189			
Z3.4	←	Z3	0.892	0.263			
Z3.3	←	Z3	0.92	0.213	0.932	0.773	0.879
Z3.2	←	Z3	0.922	0.192			
Z3.1	←	Z3	0.901	0.303			
Y1.1	←	Y	0.913	0.268			
Y1.2	←	Y	0.925	0.198			
Y1.3	←	Y	0.933	0.19	0.963	0.811	0.900
Y1.4	←	Y	0.935	0.182			
Y1.5	←	Y	0.92	0.211			
Y1.6	←	Y	0.94	0.157			
X3.4	←	X3	0.868	0.34			
X3.3	←	X3	0.929	0.203	0.941	0.801	0.895
X3.2	←	X3	0.954	0.116			
X3.1	←	X3	0.938	0.187			
X4.4	←	X4	0.915	0.214			
X4.3	←	X4	0.921	0.224	0.822	0.810	0.900
X4.2	←	X4	0.933	0.16			
X4.1	←	X4	0.932	0.205			
X6.1	←	X6	0.903	0.322			
X6.2	←	X6	0.925	0.204	0.773	0.755	0.869
X6.3	←	X6	0.912	0.242			
X6.4	←	X6	0.887	0.298			

Source: Processed data, 2023

In the table above, you can seen that all over mark estimate (loading factor) from all indicator worth more from 0.7 which states that all over indicator has been validated. Furthermore, from results calculation mark construct reliability (CR) can known that all over construct own mark more from 0.7. This is show that all over construct has fulfil condition good reliability. The third parameter is AVE value (variance extracted). The results of calculations that have been done show that all over AVE value has more of 0.50, which indicates existence convergence between indicators that explain existing variables. The last parameter in this measurement model test is discriminant validity,

which is carried out with objective for measure difference something variables with other variables by standard empirical (Hair, Hult, Ringle, & Sarstedt, 2017). Following This is results calculation mark correlation between variables:

Table 2. Correlation Values

Correlation			Estimate	R^2
Responsiveness	<-->	Tangibility	0.933	0.870
Assurance	<-->	Tangibility	0.929	0.863
Reliability	<-->	Assurance	0.907	0.823
Empathy	<-->	Reliability	0.889	0.790
Responsiveness	<-->	Assurance	0.916	0.839
Reliability	<-->	Responsiveness	0.887	0.787
Empathy	<-->	Responsiveness	0.894	0.799
Reliability	<-->	Tangibility	0.907	0.823
Empathy	<-->	Tangibility	0.899	0.808
Empathy	<-->	Assurance	0.902	0.814
Responsiveness	<-->	Service Cost	0.903	0.815
Empathy	<-->	Service Cost	0.896	0.803
Reliability	<-->	Service Cost	0.877	0.769
Assurance	<-->	Service Cost	0.893	0.797
Tangibility	<-->	Service Cost	0.898	0.806

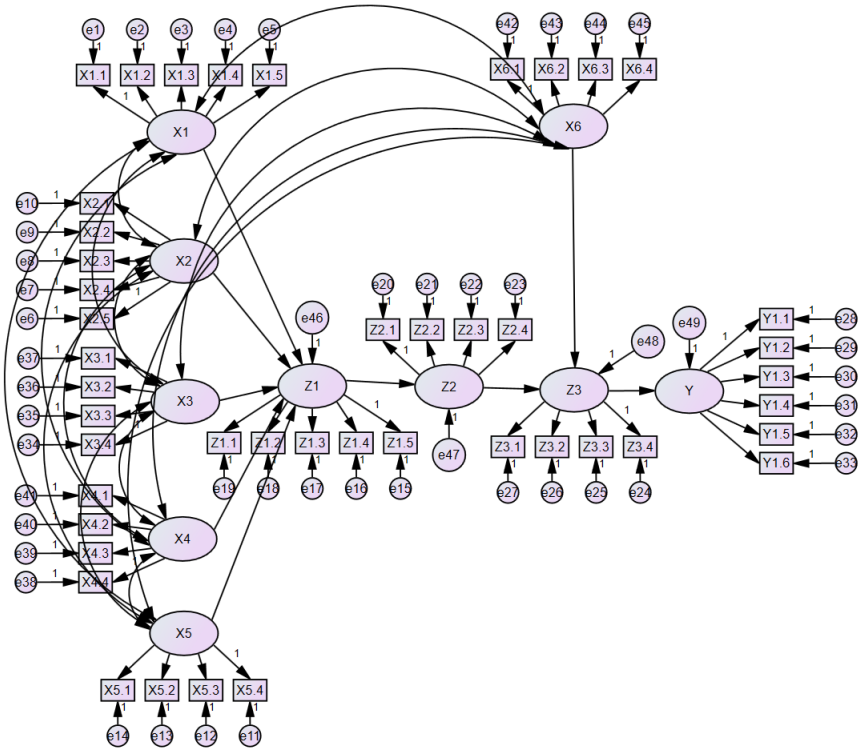
Source: Processed data, 2023

Referring to results calculations in table V.5 above, it is known that the model shows mark good discriminant validity. This is due to value correlation between construct smaller compared to with results calculation mark AVE root in table V.4.

Testing Structural Model

Structural model testing is purposeful testing for know how much the model fits the research data used. Testing structural model is done with a goodness of fit test for the structural model research. Criteria measurement goodness of fit includes several measurement parameters which include Chi-Square, Significant Probability, Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Tucker Lewis Index (TLI), Comparative Fit Index (CFI), and Normed Fit Index (NFI). Analysis against these parameters done with IBM SPSS AMOS application. The more size parameters are met by the model, the better the model is. in accordance (fit) with the research data. This is referring to the principle the basis of SEM, where the theory has been modeled furthermore tested with using sample data research. Under This is Goodness of fit parameter analysis conducted on the IBM SPSS AMOS application:

Figure 3. AMOS Structural Model



Source: Processed data, 2023

Table 3. Goodness of Fit Test Results Early stage

Goodness of Fit Parameters	Cut-off Value	Initial Value	
		Mark	Information
Chi-Square	It is expected small	1785.12	
Significant Probability	≥ 0.05	0.000	NOT FIT
Root Mean Square Error Of Approximation (RMSEA)	≤ 0.08	0.065	FIT
Goodness of Fit Index (GFI)	≥ 0.9	0.742	NOT FIT
Adjusted Goodness of Fit Index (AGFI)	≥ 0.9	0.710	NOT FIT
Tucker Lewis Index (TLI)	> 0.9	0.942	FIT
Comparative Fit Index (CFI)	> 0.9	0.946	FIT
Normed Fit Index (NFI)	> 0.95	0.896	NOT FIT

Source: Processed data, 2023

Multigroup Analysis (MGA)

Multigroup analysis (MGA) is something approach in SEM for find solutions to research sources the data originate from a number of group different populations and groups This influential significant to middle data variation researched. Basically, MGA is used For analyze the SEM model derived from from different groups, which then investigated whether there is difference from results inter- data processing group In this research, the SEM model group that will be investigated more carry on is group customer type service delivery chest premium packaging and customers type service delivery chest pack regular. Second characteristics customer service delivery

chest pack the furthermore grouped into two different groups with do arrangement data source in the IBM SPSS AMOS application. Of the 225 respondents who have obtained, the amount respondents premium services that will analyzed is 95 respondents (all population customer premium services) and the number of respondents service regular analyzed is as many as 130 respondents. After second group characteristics customer set, then done data processing for furthermore investigated whether there is difference results inter- data processing second the group customer.

Testing Hypothesis

On testing hypothesis this full model, will analyzed connection between variables with using data from overall sample of 225 respondents. Below This is results testing hypothesis full model in the IBM SPSS AMOS application, which is then used as base testing from hypotheses that have been set.

Table 4. Testing Hypothesis Full Model

			CR	P
Logistics Service Quality	<---	Empathy	2,629	0.009
Logistics Service Quality	<---	Reliability	1,122	0.262
Logistics Service Quality	<---	Assurance	2,511	0.012
Logistics Service Quality	<---	Tangibility	2,023	0.043
Logistics Service Quality	<---	Responsiveness	3,748	***
Satisfaction	<---	Logistics Service Quality	22,827	***
Dependence	<---	Satisfaction	2,841	0.004
Dependence	<---	Service Cost	2,669	0.008
Customer Loyalty	<---	Dependence	19,719	***

Source: Processed data, 2023

H1: Empathy influential significant to logistics service quality

On the results testing hypothesis full model above, it is known that CR value between empathy → logistics service quality is 2.629 with P value of 0.009. The CR value obtained more of 2 and the P value obtained not enough of 0.05, so that H0 is rejected and H1 is accepted. With thus, empathy influential significant to logistics service quality.

H2: Reliability influential significant to logistics service quality

Referring to the results of the hypothesis test in table V.8, it can be seen CR value obtained between reliability → logistics service quality, namely 1.122 with the P value obtained is 0.262. Of the two mark said, can concluded that H2 is rejected and H0 is accepted Because CR value is less than 2 and the P value is more from 0.05. So reliability No influential significant to logistics service quality.

H3: Assurance influential significant to logistics service quality

CR value between assurance → logistics service quality on results testing the above hypothesis show value 2.511 and the P value obtained is 0.012, where higher CR value of 2 and the P value is less from 0.05. Therefore that, H0 is rejected and H3 is accepted, so that known that assurance influential significant to logistics service quality.

H4: Tangibility influential significant to logistics service quality

From the results of the hypothesis test that has been done, known that CR value between tangibility → logistics service quality shows value 2.023 and obtained P value of 0.043. From the two mark the can concluded that H0 is rejected and H4 is accepted, so that tangibility influential significant to logistics service quality.

H5: Responsiveness influential significant to logistics service quality

On the results testing hypothesis full model above, it is known that between responsiveness → logistics service quality is obtained CR value of 3.748 and P value *** or 0.000. The CR value obtained more of 2 and the P value obtained not enough of 0.05, so H0 is rejected and H5 is accepted. With Thus, it is concluded that responsiveness influential significant to logistics service quality.

H6: Logistics service quality influential significant to satisfaction

Referring to the results of the hypothesis test in table V.8, it can be seen CR value between logistics service quality → satisfaction, namely 22.827 and the P value obtained is of *** or 0.000. So that from second mark the can concluded that H0 is rejected and H6 is accepted, and can known that logistics service quality influential significant to satisfaction.

H7: Satisfaction influential significant to dependence

CR value between satisfaction → dependence on results testing the above hypothesis show value 2.841 with The P value is 0.004, so H0 is rejected and H7 is accepted. Because CR value is less than 2 and the P value is more from 0.05. With thus, it can concluded that satisfaction influential significant to dependence.

H8: Service cost influential significant to dependence

Based on results of the hypothesis test that have been done, known that CR value between service cost → dependence, namely amounting to 2,669 along with P value of 0.008. From the two mark the can concluded that H0 is rejected and H8 is accepted, so that service cost influential significant to dependence.

H9: Dependence influential significant to customer loyalty

On the results testing hypothesis full model above, it is known that CR value obtained between dependence → customer loyalty is amounting to 19,719 with P value *** or 0.000. So that from second mark the can known that H0 is rejected and H9 is accepted because CR value is less than 2 and the P value is more from 0.05. With Thus, it is concluded that dependence is influential and significant to customer loyalty.

DISCUSSION

The Influence of Empathy on Logistics Service Quality

In the full model analysis as well type service regular known that empathy variable has an influence significant towards logistics service quality. This show that the taller the level of empathy given by the provider service logistics chest pack it, then the more level of logistics service quality received by customers is also high. In addition, the service delivery chest premium packaging offers high level of customization, where every customer usually own requirements special needs fulfilled by the provider service. In this case, focus main customer premium services in general is only ensure cargo they until to objective in accordance with desired requirements, not on the interpersonal or empathy aspects with provider services. However although Thus, the provider service logistics chest pack expected still notice the quality of empathy given, because ability company in show empathy towards customers are also one of them factor supporters main in achievement success something services (Tan, Birgit, & Raechel, 2019).

The Influence of Reliability on Logistics Service Quality

Results of the tests carried out to hypothesis second (H2) in the full model, type premium services, as well as service regular show that in the three analysis models the The statement H2 is rejected and H0 is accepted. However, based on the hypothesis test and data analysis carried out in this study, no found strong evidence For support hypothesis second, that reliability has influence significant towards logistics service quality. This can caused by differences in acceptable service for every customers who can influence perception they to reliability variables. Each customer Possible own different expectations related with level reliability and consistency services provided. If the provider service No capable fulfil expectation said, then the influence of reliability on logistics service quality can become No significant. Then, the treatment provider service to every different customers during the handling process load can also be influence perception customer to reliability aspect. Delivery process cargo through the medium of the box pack involving various stages, starting from the retrieval process chest packing, loading, shipping, handling, up to until to the dismantling process load. If there is variation characteristics treatment provided by the provider service For every type customer, This thing can influence level of service reliability logistics.

The Influence of Assurance on Logistics Service Quality

From the hypothesis test conducted to hypothesis third (H3) in the full model analysis obtained results that on the type premium services as well regular assurance variables have an influence significant on logistics service quality. Hypothesis test results This in harmony with research conducted by Limbourg, Giang, and Cools (2016)

explains that assurance has an effect positive and significant towards logistics service quality. Likewise, research previous research conducted by Malaikhah, Mulyati, Cahyadi, and Rahman (2021) on halal food logistics services also confirmed existence connection positive and significant between assurance and logistics service quality. This show that the bigger the level of assurance provided by the provider service to customers, then the more the level of logistics service quality received by customers is also high.

The Influence of Tangibility on Logistics Service Quality

From the testing process hypothesis fourth (H4) in the full model shows that tangibility variable has an influence significant towards logistics service quality. This strengthened with results research conducted by Calabrese, Ghiron, and Tiburzi (2021) regarding quality services at the container terminal packaging that states that tangibility has impact positive on logistics service quality. Findings from This study show that security and safety are the two things that users expect the most service logistics. Increasingly Good facility as well as infrastructure security and safety at the container terminal pack it, then the higher level too quality service logistics perceived by customers. A similar thing was also explained by Limbourg, Giang, and Cools (2016) through his research, which is increasingly Good aspect proof physique or material on the service logistics provided (such as: quality products delivered, facilities fields and warehouses, as well as condition vehicle delivery) then the more the level of logistics service quality that customers receive is also high feel.

The Influence of Responsiveness on Logistics Service Quality

Test results to hypothesis fifth (H5) against the full model, type premium services, as well as service regular show varying results. Which results full model and service analysis regular, responsiveness has an effect significant towards logistics service quality. This confirmed by a study conducted by Le, Nguyen, and Truong (2020) which revealed that responsiveness has significant influence towards logistics service quality. The research of Vu, Grant, & Menachof (2020) on provider service logistics and port operators in Hai Phong, Vietnam also concluded similar things, which dimensions duration proper service time and delivery appropriate time in accordance as promised influential in a way positive and significant to level of logistics service quality. So that from study This can known that the more appropriate time service logistics provided, then more The level of logistics service quality felt by customers is also high.

The Influence of Logistics Service Quality on Satisfaction

Tests conducted to hypothesis sixth (H6) in the full model, type premium services, as well as service regular show harmonious results. Where in the three analysis models the found that logistics service quality has an influence significant on satisfaction. A study conducted by Le, Nguyen, and Truong (2020) on industry logistics harbor in developing country scope show harmonious results with hypothesis test results sixth in this study, which states that more good logistics service quality by the provider service so will the higher level too satisfaction felt by customers.

The Influence of Satisfaction on Dependence

From the hypothesis test conducted to hypothesis seventh (H7) on full model, type premium services, as well as service regular obtained results that in the analysis model type premium services as well regular, satisfaction variables have an effect significant to dependence. This is in harmony with results study by Ali, Gruchmann, and Melkonyan (2022) which shows that satisfaction has influence positive and significant to dependence. This signify that taller level of satisfaction felt by customers to something service logistics, then the more their level of dependence on providers is also high service said. When the customer feel satisfied with service logistics provided by the provider services, they tend will more depend (dependence) on the provider service the due to the sense of satisfaction felt by customers make they feel that provider service logistics can trusted and capable fulfil need they with good (Jang, Marlow, & Mitroussi, 2015).

The Influence of Service Cost on Dependence

From the testing process hypothesis eighth (H8) on full model, type premium services, as well as service regular obtained results that in the three analysis models This show consistent results, which indicate that service costs have an effect significant on dependence. Hypothesis test results This is also supported by research conducted by Lu (2023) where service costs are increasing competitive will the more increase customer dependence to provider services. Research conducted by Huang, Bulut, and Duru (2019) also confirmed the same thing, where the service

cost aspect becomes factor key influencing factors in a way significant election service logistics party third -party logistics by customers service logistics

The Influence of Dependence on Customer Loyalty

Hypothesis test results ninth This in harmony with results study previously conducted by Padgett, Hopkins, and Williams (2020), which stated that taller customer dependence level, then higher level too his loyalty. Based on this study, the level of customer dependence influenced by two things, namely benefits and profits generated from connection the as well as consideration will existence cost additions to be made appear if connection This ended. Similar conclusions were also obtained from results research conducted by Mishra, Sinha, and Koul (2017) which also showed that dependence has influence positive and significant to level loyalty customer.

CONCLUSIONS AND PRACTICAL IMPLICATION

CONCLUSIONS

Based on results research and data processing that has been done, the following This is conclusions that can be drawn withdrawn from analysis influence mediation of logistics service quality, service cost, satisfaction, and dependence on customer loyalty levels in the industry cruise chest Empathy packaging is influential significant regarding logistics service quality, Reliability is not influential significant on logistics service quality, Assurance has an influence significant Tangibility has an effect on logistics service quality significant Responsiveness has an effect on logistics service quality significant on logistics service quality, logistics service quality has an influence significant on satisfaction, Satisfaction has an effect significant on dependence, Service cost has an effect significant on dependence, Dependence has an effect significant on customer loyalty. Conclusion results the show that variables main influencing factors loyalty customer to service delivery chest pack regular namely empathy, responsiveness, logistics service quality, service cost, and dependence. Therefore that's important for company provider service delivery chest pack For highlight aspects the so that can maintain and increase loyalty customer to services offered.

IMPLICATIONS

Empathy aspect of the provider service logistics chest pack can improved with practice employee for understand every needs, concerns, and hopes customer. There is an assurance aspect a number of things that can carried out by the provider service logistics, such as increase transparency information and increase ability employees. tangibility aspects, things that can be carried out by the provider service among other things providing adequate facilities, improve fleet quality, as well as create technical labeling more load good. responsiveness aspect in industry logistics chest pack refers to the ability provider service in respond needs and demands customer with fast and effective. service cost aspect or cost services, aspects This is one of the aspect important, especially for customers in freight forwarding segmentation or company logistics party third. logistics service quality aspect, provider service logistics need ensure that fashion transportation used efficient and reliable delivery appropriate time, effective communication, and availability facility tracking accurate delivery. satisfaction aspect in research This refers to the feeling of satisfaction felt customer when they experience positive experience in services provided by the provider service logistics. dependence aspects in guard loyalty customer.

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