

ABSTRACT

PT. Wahana Prestasi Logistik is one of the service companies in Indonesia that serves customers by sending packages and documents. The company's performance is strongly influenced by the quality of service provided by the company to consumers through the role of the company's human resources. This study aims to examine the effect of service quality on customer satisfaction at PT. Wahana Prestasi Logistik (Wahana Express).

The population in this study are users of Wahana Express delivery services. There were 385 Wahana Express users in this study who were taken using a non-probability sampling technique with purposive sampling. Each respondent completes a questionnaire regarding service quality and customer satisfaction.

Based on descriptive analysis and simple linear regression, the results showed that the service quality at Wahana Express was in the good category of (67%) and customer satisfaction was also in the good category of (66%). The magnitude of the influence on service quality and customer satisfaction at Wahana Express is (91.7%).

The results of this study indicate that the quality of service and customer satisfaction at Wahana Express are in a fairly good category and have a positive and significant effect on customer satisfaction. In the future, Wahana Express will be able to increase speed and accuracy and be able to understand the problems of its customers.

Keywords: *Service Quality, Customer Satisfaction*