

**PENGARUH KEHANDALAN TRACKING SYSTEM BERBASIS WEB
DAN PERSEPSI RESIKO TERHADAP KEPUASAN PELANGGAN
(Studi Pada PT JNE Jombang)**

ABSTRAK

Oleh :
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Penelitian ini untuk mengetahui dan menjelaskan pengaruh kehandalan tracking system berbasis web dan persepsi resiko terhadap kepuasan pelanggan di PT JNE Jombang. Penelitian ini menggunakan metode penelitian kuantitatif, menggunakan tanggapan responden dengan angket, populasi dilakukan kepada pelanggan yang sudah instalasi My JNE di PT JNE Jombang tahun 2019, dengan teknik pengambilan sampel sebanyak 100 orang. Analisis data dilakukan menggunakan metode statistic regresi linier berganda dan pengujian hipotesis. Berdasarkan penelitian menunjukkan bahwa kehandalan tracking system berbasis web dan persepsi resiko berpengaruh terhadap kepuasan pelanggan di PT JNE Jombang.

Kata Kunci : Tracking System Berbasis Web, Persepsi Resiko, dan Kepuasan Pelanggan

**THE EFFECT OF RELIABILITY OF WEB-BASED TRACKING SYSTEM
AND RISK PERCEPTION OF CUSTOMER SATISFACTION**

(Study at PT JNE Jombang)

ABSTRACT

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This research is to find out and explain the influence of the reliability of web-based tracking system and risk perception on customer satisfaction at PT JNE Jombang. This research uses quantitative research methods, using respondents' responses with a questionnaire, the population is conducted to customers who have installed My JNE at PT JNE Jombang in 2019, with a sampling technique of 100 people. Data analysis was performed using multiple linear regression statistical methods and hypothesis testing. Based on research shows that the reliability of web-based tracking system and risk perception affects customer satisfaction at PT JNE Jombang.

Keywords: Web-Based Tracking System, Risk Perception, and Customer Satisfaction