

ABSTRAK

Penelitian ini bertujuan untuk menguji hubungan antara *guarentee evaluation* dan *provider satisfaction*, *guarantee differentiation* dan *provider satisfaction*, *guarantee signalling* dan *provider satisfaction*, *guarantee coproduction* dan *self satisfaction*, *guarantee coproduction* dan *overall satisfaction*, *provider satisfaction* dan *overall satisfaction*, *self-satisfaction* dan *overall satisfaction*.

Sampel didalam penelitian ini adalah konsumen yang pernah menggunakan layanan JNE, yang berjumlah 100 responden. Pengujian didalam penenlitian ini menggunakan *Structural Equation Model* (SEM) yang dilakukakn dengan menggunakan program LISREL 8.80.

Berdasarkan hasil perhitungan menunjukkan bahwa *guarentee evaluation* dan *provider satisfaction* memiliki hubungan positif namun tidak signifikan, *guarantee differentiation* dan *provider satisfaction* memiliki hubungan negatif, *guarantee signalling* dan *provider satisfaction* memiliki hubungan positif yang signifikan, *guarantee coproduction* dan *self satisfaction* memiliki hubungan positif yang signifikan, *guarantee coproduction* dan *overall satisfaction* memiliki hubungan positif namun tidak signifikan, , *provider satisfaction* dan *overall satisfaction* memiliki hubungan positif yang signifikan, *self-satisfaction* dan *overall satisfaction* memiliki hubungan positif namun tidak signifikan.

Kata kunci: Service guarantee, guarentee evaluation, guarantee differentiation, guarantee signalling, guarantee coproduction, provider satisfaction, self satisfaction, overall satisfaction,

Abstract

This study aims to examine the relationship between evaluation and provider satisfaction guarantee, differentiation and provider satisfaction guarantee, signaling and provider satisfaction guarantee, guarantee coproduction and self-satisfaction, and overall satisfaction guarantee coproduction, provider satisfaction, and overall satisfaction, self-satisfaction and overall satisfaction.

The samples in this study were consumers who had used the service JNE, in totaling 100 respondents. This study using Structural Equation Model (SEM) and that conducted using LISREL 8.80 program.

According to the figure indicate that the guarantee evaluation and provider satisfaction have a positive relationship but not significant, guarantee differentiation and provider satisfaction have a negative relationship, guarantee signaling and provider satisfaction have a positive relationship and significant, guarantee coproduction and self satisfaction have a positive relationship and significant, guarantee coproduction and overall satisfaction have a positive relationship but not significant, provider satisfaction and overall satisfaction have positive relationship and significant, self-satisfaction and overall satisfaction has a positive relationship but not significant.

Key words: Service guarantee, guarantee evaluation, guarantee differentiation, guarantee signalling, guarantee coproduction, provider satisfaction, self satisfaction, overall satisfaction.