

## **ABSTRACT**

*Jalur Nugraha Ekakurir (JNE) is a company that is engaged in shipping and logistics based in Jakarta. The company was established in 1990 under the name PT Tiki Jalur Nugraha Ekakurir. Some units of activities carried out by JNE include the import of goods, documents, and delivery. Not only serving the domestic market, but JNE also serves the delivery of goods and documents from abroad to Indonesia. Under the official name labeled Tiki, Jalur Nugraha Ekakurir is the largest shipping company in Indonesia. Because of the presence of many competitors in shipping and logistics services in Indonesia, JNE is trying to improve its performance in order to survive in the competition.*

*This study aims to analyze how influence the post-purchase experience by using customer service variables, shipping, tracking, returns, customer satisfaction and future purchase intentions to customers or users of shipping and logistics services on Jalur Nugraha Ekakurir (JNE) in Semarang. The population used in this study is customers who have used shipping and logistics services in Jalur Nugraha Ekakurir (JNE). The sample was 200 respondents. The sample collection method used purposive sampling. The data collection method was questionnaires. This research used Structural Equation Modeling (SEM) analysis with AMOS 24.0 analysis tools.*

*The results of this study indicate that customer service, shipping, tracking, and returns have a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction also has a positive and significant effect on future purchase intentions.*

**Keywords:** *Customer Service, Shipping, Tracking, Returns, Customer Satisfaction, Future Purchase Intention*