

***The Effect of Facilities, Service Quality, and Price on Customer Satisfaction in the Use of J&T Express Courier Services in Jember Regency***

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***ABSTRACT***

*The increasing competition in the courier service industry has made it essential for The increasingly competitive logistics industry has driven J&T Express in Jember Regency to analyze the key factors influencing customer satisfaction. This study employs a quantitative approach using survey methods, with data collected through questionnaires, observations, and documentation. The data were analyzed using multiple linear regression supported by IBM SPSS Statistics 27 Software. The results indicate that the variables of Facilities (X1), Service Quality (X2), and Price (X3) have a significant partial and simultaneous impact on Customer Satisfaction (Y). Among these three factors, Price (X3) exerts the most dominant impact on customers satisfaction for J&T Express services in Jember Regency.*

***Keywords:*** *Facilities, Price, Customer Satisfaction, Service Quality.*