***ABSTRACT***

*Meyske Sari / 22150440 / 2019 / The Effects of Service Quality and Price on Consumer Loyalty at Freight Forwarder JNE Kelapa Gading, North Jakarta / Advisor:* Ir. Dergibson Siagian, M.M.

*In this modern era, technology is getting better and sophisticated among the public in using smartphone. Where usually someone will buy an item must come to buy the item, but nowdays many people use internet for shopping and buyers just waits for ordered goods to come sent by freight forwarder service. This makes the growth of freight forwarding service in Indonesia was getting more intense so that competition among companies was getting tougher. JNE is freight forwarding services are famous and interested in Indonesian people. Being an freight forwarding service that have the great interest from the Indonesian people is of course not arbitrary, this can happened because JNE goods delivery services has provides has service quality and Price on Consumer Loyalty. Therefore the authors are interested in conducting research on the Effects of Service Quality and Price on Consumer Loyalty at Freight Forwarder JNE Kelapa Gading, North Jakarta.*

*There are several theories used to support this research are definitions of Service Quality, Price and Consumer Loyalty. Then there is also supported by theory that explains the dimensions of Service Quality, Price and Consumer Loyalty that are used to measure both performance of the service, the performance of the pricing that consumers feel that will ultimately shape consumer loyalty.*

*The object of this research is Freight Forwarder JNE Kelapa Gading. Jakarta Utara. This research collecting the data through an online questionnaire using Google Docs as the media distributed to 120 respondents who using freight forwarding services JNE Kelapa Gading, Jakarta Utara. Sampling using nonprobability sampling with judgement sampling techniques. Data analysis techniques used were validity test, reliability test, descriptive variable test, normality test, homoskedasticity test, muticollinearity test, F test, t test, and determination coefficient test.*

*The result of this research indicate that Service Quality has a positive and significant effect on Consumer Loyalty. Price has a positive and significant affect on Consumer Loyalty. Research also shows that respondents rate agree on Service Quality, Price, and Consumer Loyalty.*

*The conclusion of this research is the first hypothesis (Service Quality has positive effect on Consumer Loyalty of freight forwarding services JNE) and the second hypothesis (Price has positive effect on Consumer Loyalty of freight forwarding services JNE) proven to have a positive and significant effect.*

*Keywords: Service Quality, Price, Consumer Loyalty, JNE*