

ABSTRAK

Abstrak Penelitian ini bertujuan menganalisis pengaruh kinerja operasional dan inovasi layanan terhadap kepuasan serta dampaknya pada kepercayaan pelanggan PT Global Jet Express. Metode kuantitatif dengan survei digunakan, dan data diperoleh melalui kuesioner kepada pelanggan, dengan purposive sampling. Hasil menunjukkan kinerja operasional dan inovasi layanan berpengaruh signifikan terhadap kepuasan pelanggan, yang selanjutnya berdampak positif pada kepercayaan pelanggan. Temuan ini menggarisbawahi pentingnya peningkatan kinerja operasional dan inovasi layanan untuk memperkuat kepercayaan pelanggan. Kata

Kunci: Kinerja Operasional, Inovasi Layanan, Kepuasan Pelanggan, Kepercayaan Pelanggan.

ABSTRACT

*Abstract This research aims to provide the influence of operational performance and service innovation on satisfaction and its impact on customer trust at PT Global Jet Express. Quantitative methods using surveys were used, and data was obtained through questionnaires to customers, with purposive sampling. The results show that operational performance and service innovation have a significant effect on customer satisfaction, which in turn has a positive impact on customer trust. These findings underscore the importance of improving operational performance and service innovation to strengthen customer trust.*Kata

Key: Operational Performance, Service Innovation, Customer Satisfaction, Customer Trust