

ABSTRAK

Skripsi dengan judul “Pengaruh Kualitas Jasa, Variasi Layanan, dan Kepuasan Pelanggan Terhadap Keputusan Pemilihan Jasa Pengiriman Barang PT.Pos Indonesia Cabang Tulunagung” ini ditulis oleh Three Indah Sary, NIM. 12402183077, dengan pembimbing Lativa Hartiningtyas, M.Pd.

Penelitian ini dilatar belakangi oleh tingginya kebutuhan masyarakat akan jasa pengiriman barang. Hal ini terlihat dari banyaknya jumlah perusahaan yang melebarkan sayap di bidang pengiriman barang. Bukan hanya perusahaan swasta saja, namun Pos Indonesia selaku perusahaan milik negara juga turut serta berbenah diri dan menerapkan sejumlah kemudahan di dalam layanan pengiriman barang. Hal ini karena tingginya tingkat persaingan yang terjadi di antara perusahaan ekspedisi di Indonesia. Maraknya situs belanja online dan tingginya transaksi yang terjadi, membuat peluang bisnis pengiriman barang berkembang menjadi jauh lebih cepat. Sehingga dominasi pos yang banyak dikelola oleh pemerintah, semakin mendapatkan tantangan terbuka dari para pemain swasta.

Rumusan masalah pada penelitian ini yaitu: (1) Apakah kualitas jasa berpengaruh terhadap keputusan pemilihan jasa pengiriman barang? (2) Apakah variasi layanan berpengaruh terhadap keputusan pemilihan jasa pengiriman barang? (3) Apakah kepuasan pelanggan berpengaruh terhadap keputusan pemilihan jasa pengiriman barang? (4) Apakah kualitas jasa, variasi layanan dan kepuasan pelanggan berpengaruh secara simultan terhadap keputusan pemilihan jasa pengiriman barang?

Penelitian ini menggunakan jenis penelitian korelasional dengan pendekatan kuantitatif. Teknik pengambilan sampel pada penelitian ini adalah non probability sampling dengan metode accidental sampling. Jumlah sampel yang digunakan sebanyak 96 responden, yaitu seluruh Pelanggan yang menggunakan layanan jasa Pos. Tahap selanjutnya, data kuesioner dianalisis dengan regresi linier berganda yang berfungsi untuk membuktikan hipotesis penelitian. Data-data yang telah memenuhi uji validitas, uji reliabilitas dan uji asumsi klasik diolah, sehingga menghasilkan persamaan regresi: $Y = 3,438 + 0,128X_1 - 0,013X_2 + 0,324X_3$

Hasil penelitian ini menunjukkan: (1) variabel kualitas jasa berpengaruh positif dan signifikan terhadap keputusan pemilihan jasa pengiriman barang. Berdasarkan uji t diperoleh nilai t hitung sebesar 2,100 lebih dari 1,9850 (2) variabel variasi layanan memiliki arah negatif dan tidak signifikan terhadap keputusan pemilihan jasa pengiriman barang. Dan diperoleh nilai t hitung -0,116 kurang dari 1,9850 (3) variabel kepuasan pelanggan berpengaruh positif dan signifikan terhadap keputusan pemilihan jasa pengiriman barang. Dan diperoleh nilai t hitung sebesar 4,873 lebih dari 1,9850. (4) melalui uji F diperoleh nilai f tabel sebesar 2,70 sedangkan nilai f hitung sebesar 17,750 sehingga dapat diketahui bahwa variabel kualitas jasa, variasi layanan dan kepuasan pelanggan berpengaruh positif dan signifikan secara bersama-sama terhadap keputusan pemilihan jasa pengiriman barang.

Kata Kunci: Kualitas Jasa, Variasi Layanan, Kepuasan Pelanggan dan Keputusan Pemilihan Jasa Pengiriman Barang

ABSTRACT

Thesis with the title "The Influence of Service Quality, Service Variations, and Customer Satisfaction on the Decision on the Selection of Freight Forwarding Services PT. Pos Indonesia Tulunagung Branch" was written by Three Indah Sary, NIM. 12402183077, Advisory Lecturer Lativa Hartiningtyas, M.Pd.

This research is motivated by the high public need for goods delivery services. This can be seen from the large number of companies that are expanding their wings in the field of shipping goods. Not only private companies, but Pos Indonesia as a state-owned company also participates in improving itself and implementing a number of conveniences in goods delivery services. This is due to the high level of competition that occurs among shipping companies in Indonesia. The rise of online shopping sites and the high number of transactions that occur, make the business opportunity for shipping goods to develop much faster. So that the dominance of posts, which are mostly managed by the government, is getting more and more open challenges from private players.

The formulation of the problem in this study are: (1) Does the quality of services affect the decision to choose a delivery service? (2) Does the variety of services affect the decision to choose the delivery service? (3) Does customer satisfaction affect the decision to choose a delivery service? (4) Do service quality, service variation and customer satisfaction have a simultaneous effect on the decision to choose goods delivery services?

This research uses correlational research with a quantitative approach. The sampling technique in this study was non-probability sampling with the accidental sampling method. The number of samples used as many as 96 respondents, namely all customers who use postal services. The next stage, the questionnaire data was analyzed by multiple linear regression which serves to prove the research hypothesis. The data that has met the validity test, reliability test and classical assumption test are processed, resulting in the regression equation: $Y=3.438 + 0.128X1 - 0.013X2 + 0.324X3$

The results of this study show: (1) the service quality variable has a positive and significant effect on the decision to choose delivery services. Based on the t-test, the t-count value is 2.100 more than 1.9850 (2) the service variation variable has a negative direction and is not significant to the decision to choose delivery services. And obtained the value of t arithmetic -0.116 less than 1.9850 (3) the variable customer satisfaction has a positive and significant effect on the decision to choose the delivery service. And obtained t arithmetic value of 4.873 more than 1.9850. (4) through the F test obtained f table value of 2.70 while the calculated f value of 17.750 so that it can be seen that the variables of service quality, service variation and customer satisfaction have a positive and significant effect together on the decision to choose the delivery service.

Keywords: *Service Quality, Service Variation, Customer Satisfaction, The Decision to Choose a Delivery Service*