

ABSTRAK

Pengaruh Promosi Dan Kualitas Layanan Terhadap Keputusan Penggunaan Jasa Pada Layanan Pengiriman Di PT Pos Indonesia Bandung

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PT Pos Indonesia mengalami masalah keputusan penggunaan jasa yang ditunjukkan dari hasil survei data internal, dimana terjadi penurunan penjualan layanan Paket & Surat Jasa Pengiriman Kurir dan Logistik dalam beberapa bulan terakhir. Masalah ini diduga dipengaruhi oleh promosi yang kurang efektif dan kualitas layanan yang belum memuaskan pelanggan. Oleh sebab itu, penelitian ini bertujuan untuk menganalisis pengaruh promosi dan kualitas layanan terhadap keputusan penggunaan jasa pengiriman pada PT Pos Indonesia Bandung, baik secara simultan maupun parsial. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan deskriptif dan verifikatif. Data dikumpulkan melalui kuesioner kepada 96 responden dengan teknik *probability sampling* berupa *random sampling*, dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa promosi dan kualitas layanan secara simultan berpengaruh positif dan signifikan terhadap keputusan penggunaan jasa. Selain itu, secara parsial promosi berpengaruh positif dan signifikan terhadap keputusan penggunaan jasa, serta kualitas layanan berpengaruh positif dan signifikan terhadap keputusan jasa. Penelitian ini dapat memberikan implikasi bagi PT Pos Indonesia Bandung untuk memperkuat strategi promosi dan meningkatkan kualitas layanan secara berkelanjutan guna mempertahankan dan memperluas pangsa pasar di tengah persaingan industri pengiriman yang dinamis.

Kata Kunci: Jasa Pengiriman, Keputusan Penggunaan, Kualitas Layanan Promosi, PT Pos Indonesia Bandung

ABSTRACT

The Influence of Promotion and Service Quality on the Decision to Use Services on Delivery Services at PT Pos Indonesia Bandung

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PT Pos Indonesia experienced problems in the decision to use the services as shown from the results of an internal data survey, where there was a decrease in sales of Package & Letter of Courier Delivery and Logistics services in recent months. This problem is allegedly influenced by less effective promotions and service quality that has not satisfied customers. Therefore, this study aims to analyze the influence of promotion and service quality on the decision to use delivery services at PT Pos Indonesia Bandung, both simultaneously and partially. The research method used is quantitative with a descriptive and verifiable approach. Data were collected through questionnaires to 96 respondents using probability sampling techniques in the form of random sampling, and analyzed using multiple linear regression. The results of the study show that promotion and service quality simultaneously have a positive and significant effect on the decision to use services. In addition, partially promotion has a positive and significant effect on the decision to use the service, and the quality of the service has a positive and significant effect on the decision to use the service. This research can provide implications for PT Pos Indonesia Bandung to strengthen its promotional strategy and improve service quality in an ongoing manner to maintain and expand market share in the midst of dynamic competition in the delivery industry.

Keywords: *Delivery Services, Usage Decisions, Quality of Promotion Services, PT Pos Indonesia Bandung*