

## ABSTRAK

### **“PENGARUH *SERVICE QUALITY* DAN HARGA TERHADAP LOYALITAS PELANGGAN JASA PENGIRIMAN PAKET POS KILAT KHUSUS DI PT. POS INDONESIA 40000 BANDUNG”**

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Sebagai salah satu perusahaan yang menjalankan usahanya pada bidang industri jasa, khususnya jasa pengiriman barang atau kurir membuat PT. Pos Indonesia mempunyai hubungan yang sangat erat dengan masyarakat, khususnya mereka yang telah menjadi konsumen Perusahaan. Masyarakat mendapatkan fasilitas pelayanan berupa pengiriman barang guna memenuhi kebutuhan masyarakat yang beragam melalui saluran distribusi dengan jangkauan yang luas. Penelitian ini bertujuan untuk memperoleh hasil kajian (1) *Service Quality* (Kualitas Pelayanan), Harga dan Loyalitas Pelanggan PT. Pos Indonesia 40000 Bandung telah dinilai cukup baik. (2) Memperoleh hasil kajian *Service Quality* dan harga mempunyai hubungan positif dengan Loyalitas Pelanggan jasa paket kilat PT. Pos Indonesia 40000 Bandung. (3) Memperoleh hasil kajian *Service Quality*, dan harga berpengaruh secara parsial maupun simultan terhadap Loyalitas Pelanggan di PT. Pos Indonesia 40000 Bandung. Penelitian ini bersifat *deskriptif, verifikatif* melalui pengumpulan data baik data primer maupun data *sekunder*, Mengingat unit observasi penelitian ini adalah konsumen PT. Pos Indonesia 40000 Bandung, maka dalam menentukan sampel penelitian dilakukan dengan teknik *non probability sampling*. Yaitu teknik pengambilan sampel dengan tidak memberikan kesempatan yang sama bagi setiap unsur atau anggota populasi untuk dipilih menjadi sampel dan dengan metode *Purposive Sampling*, yaitu pengambilan sampel yang dipilih secara cermat dengan mengambil objek penelitian yang selektif dan mempunyai ciri-ciri yang spesifik. Teknik ini diterapkan pada jumlah populasi yang ada belum diketahui secara pasti. Hasil penelitian *Service Quality* (kualitas pelayanan) PT. Pos Indonesia 40000 Bandung dinyatakan cukup baik oleh karena itu masih harus ditingkatkan terutama dalam hal pemberian jaminan dan keamanan terhadap barang titipan konsumen, Harga yang ditawarkan PT. Pos dinilai cukup sesuai dengan manfaat yang dirasakan konsumen. Hubungan *Service Quality* (kualitas pelayanan) dan Harga terhadap Loyalitas Pelanggan dinyatakan kuat hal ini berdasarkan nilai dari koefisien korelasi yaitu sebesar 0,772 atau 77,2%, *Service Quality* (kualitas pelayanan) dan Harga berpengaruh secara parsial maupun simultan terhadap Loyalitas Pelanggan.

Kata Kunci: *Service Quality* (kualitas pelayanan), Harga, Loyalitas Pelanggan

## **ABSTRACT**

### **INFLUENCE SERVICE QUALITY AND PRICE TO CUSTOMER LOYALTY PACKAGE DELIVERY SERVICE EXPRESS MAIL SPECIAL IN PT. POS INDONESIA 40000 BANDUNG**

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As one of the companies that run its business in the plane of the service industry , especially cargo transport services or courier make pt .Pos indonesia has links is very closely with the community , especially those who have the company consumer .People get service facilities in the form of delivery of goods in order to meet the needs of the people of diverse through distribution channels to reach a broad .This research aims to obtain the result of the study ( 1 ) service quality ( the quality of services ) , prices and customer loyalty pt .Pos indonesia 40,000 bandung has been regarded as quite good .( 2 ) received the findings of the study service of quality and price have a positive relationship with customer loyalty services package pt.pos indonesia 40,000 bandung .( 3 ) received the findings of the study service of quality , and price influential partial evaluation as well as simultaneous against customer loyalty in pt .Pos indonesia 40,000 bandung. This research is descriptive , verifikatif through data collection good primary data and secondary data , remember unit observation this research is consumers pt .Pos indonesia 40,000 bandung , so in determining sample the research was done to technique non probability of sampling .Namely technique the sample collection by not going equal opportunity for every element or a member of a population to were chosen to be the sample districts and with the methods purposive sampling , namely the sample chosen carefully by taking object research selective and has characteristics specific .This technique applied to a population of that is not known exactly . The results of research service quality ( service quality ) pt .Pos indonesia 40,000 bandung expressed quite well because of this has yet to be increased particularly in terms of the provision of collateral and security on goods airman consumers , the price offered by pt .Post was considered to be quite in accordance with the benefit that was felt consumers .Relations service quality ( the quality of services ) and price against customer loyalty expressed strong it is based on the value of a correlation coefficient is as much as 0,772 or 77,2 % , service quality ( the quality of services ) and influential price partial evaluation as well as simultaneous against customer loyalty .

**Keywords:** service quality ( quality of services ) , price , customer loyalty.