

EFFECT OF PERCEPTION OF SERVICE QUALITY CUSTOMER SATISFACTION IN PT. POS INDONESIA BRANCH JEMBER

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ABSTRACT

This study aimed to determine the effect of the perception of service quality on customer satisfaction in PT. Pos Indonesia Jember branch. The study involved 238 customers conducting transactions mail packages and goods in the PT. Pos Indonesia Jember branch. The sampling technique using incidental sampling technique.

This research is quantitative research with associative forms. Measuring instruments used in this study a scale that service quality perceptions scale consisting of 26 items statement ($\alpha = 0.912$) and customer satisfaction scale consists of 15 items ($\alpha = 0.883$). Analysis of data using simple regression analysis.

The results showed that there is influence between perceptions of service quality on customer satisfaction in PT. Pos Indonesia Jember Branch with $r = 0.731$. The more positive customer perception of service quality, customer satisfaction will be higher then the value of a simple linear regression equation of $Y = 6.079 + 0.513$. On a scale of perceived quality customer service is the result of a percentage perception of the quality of service obtained the percentage of customers who have a positive perception of the amount of 45.79%, while customers who have a negative perception of 42.85% and the remaining customers have the ideal perception that the customer does not assess the quality of service given by PT. Pos Indonesia Jember Branch bad or very good. While the scale of customer satisfaction percentage results obtained percentage level of customer satisfaction in the category of high satisfaction level that is equal to 18.50%, and the category of being at 68.90%, and the lower category of 12.60%.

Keywords: perception of service quality, customer satisfaction

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1. Researchers
 2. Supervisor I
 3. Supervisor II