

ABSTRAK

Vandini, Siska. 2021. Skripsi. **Pengaruh Harga, Kualitas Pelayanan dan *Brand Image* Terhadap Kepuasan Pelanggan Jasa *Pick Up* Pada PT Pos Indonesia (Persero) Kantor Pos Probolinggo.** Program Studi Manajemen, Fakultas Ekonomi, Universitas Panca Marga Probolinggo.

Penelitian dilakukan di PT Pos Indonesia (Persero) Kantor Pos Probolinggo dengan tujuan untuk mengetahui pengaruh harga, kualitas pelayanan dan *brand image* terhadap kepuasan pelanggan jasa *Pick Up* pada PT Pos Indonesia (Persero) Kantor Pos Probolinggo.

Jenis penelitian yang digunakan adalah kuantitatif dan hubungan kausal, dengan variabel X_1 harga, variabel X_2 kualitas pelayanan, variabel X_3 *brand image* dan variabel Y kepuasan pelanggan. Pada penelitian ini, ukuran sampel diambil menggunakan rumus Slovin berjumlah 56 orang yang berasal dari pelanggan *Pick Up* PT Pos Indonesia (Persero) Kantor Pos Probolinggo. Teknik *sampling* yang digunakan adalah *simple random sampling*. Teknik pengumpulan data menggunakan kuesioner dengan pengukuran skala Likert yang telah diuji validitas dan reliabilitasnya. Teknik analisis data menggunakan analisis regresi linier berganda dengan bantuan program IBM SPSS versi 22.0.

Hasil penelitian menunjukkan bahwa: (1) Harga, kualitas pelayanan dan *brand image* berpengaruh positif dan signifikan secara parsial terhadap kepuasan pelanggan yang dibuktikan dengan nilai $t_{hitung} \geq t_{tabel}$ (Harga ($4,926 \geq 2,007$), Kualitas Pelayanan ($5,727 \geq 2,007$), *Brand Image* ($3,941 \geq 2,007$)) dengan nilai signifikansi masing-masing 0,000, (2) Harga, kualitas pelayanan dan *brand image* berpengaruh positif dan signifikan secara simultan terhadap kepuasan pelanggan yang dibuktikan dengan nilai $F_{hitung} > F_{tabel}$ ($394,812 > 2,783$) dengan nilai signifikansi 0,000, dan (3) Kualitas pelayanan berpengaruh dominan terhadap kepuasan pelanggan yang dibuktikan dengan variabel kualitas pelayanan memiliki nilai koefisien beta (0,471) yang lebih besar diantara variabel harga (0,310) dan *brand image* (0,242). Hasil uji analisis determinasi diperoleh nilai *Adjusted R Square* 95,6%, sedangkan sisanya sebesar 4,4% dipengaruhi oleh variabel lain yang tidak diteliti saat ini.

Kata kunci: Harga, Kualitas Pelayanan, *Brand Image*, Kepuasan Pelanggan.

ABSTRACT

Vandini, Siska. 2021. Thesis. ***The Effect of Price, Service Quality and Brand Image On Customer Satisfaction of Pick Up Services At PT Pos Indonesia (Persero) Kantor Pos Probolinggo.*** Management Study Program, Faculty of Economics, University of Panca Marga Probolinggo.

The research was conducted at PT Pos Indonesia (Persero) Kantor Pos Probolinggo with the aim to determine the effect of price, service quality and brand image on customer satisfaction of Pick Up services at PT Pos Indonesia (Persero) Kantor Pos Probolinggo.

The research is quantitative and causal relationship, with variable X_1 price, variable X_2 service quality, variable X_3 brand image and variable Y customer satisfaction. A total of 56 PT Pos Indonesia (Persero) Kantor Pos Probolinggo customers are chosen as sample using the Slovin formula. The sampling technique used was simple random sampling. Data is collected using a questionnaire with a Likert scale and measurable validity and reliability. Data analysis technique is applied with multiple linear regression analysis with IBM SPSS version 22.0.

The results finds that: (1) Price, service quality, and brand image had a positive and significant effect partially on customer satisfaction as evidenced by $t_{count} \geq t_{table}$ (Price $(4,926 \geq 2,007)$, Service Quality $(5,727 \geq 2,007)$, Brand Image $(3,941 \geq 2,007)$) with a significance value of 0,000 respectively, (2) Price, service quality, and brand image had a positive and significant effect simultaneously on customer satisfaction as evidenced by $F_{count} > F_{table}$ $(394,812 > 2,783)$ with a significance value of 0,000, and (3) Service quality has a dominant effect on customer satisfaction as evidenced by the services quality variable has a beta coefficient value (0,471) that is larger between the price (0,310) and brand image (0,242) variables. The results of the test of determination analysis obtained an Adjusted R Square 95,6%, while the remaining 4,4% was influenced by the other variables which were not currently studied.

Keywords: Price, Service Quality, Brand Image, Customer Satisfaction.