ABSTRAK

HERISWANDI. Tahun 2020. *Analisis Kualitas Layanan dan Citra Perusahaan terhadap Kepuasan Pelanggan Jasa Pos pada Kantor Pos Makassar.* Skripsi Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing oleh Pembimbing I Muhammad Rusydi dan Pembimbing II Samsul Rizal.

Tujuan penelitian ini untuk menganalisis : pengaruh kualitas layanan dan citra perusahaan secara simultan terhadap kepuasan pelanggan jasa pos. Pengaruh kualitas layanan terhadap kepuasan pelanggan jasa pos dan pengaruh citra perusahaan terhadap kepuasan pelanggan jasa pos.

Penelitian dilaksanakan pada Kantor Pos Makassar dengan populasi sebanyak 862 orang dan sampel sebanyak 90 responden berdasarkan rumus slovin, Data hasil kuesioner dianalisis menggunakan teknik analisis regresi linear berganda.

Hasil penelitian menemukan bahwa : kualitas layanan dan citra perusahaan secara simultan berpengaruh positif dan signifikan terhadap kepuasan pelanggan jasa pos, dan citra perusahaan secara parsial berpengaruh positif dan signifikan terhadap kepuasan pelanggan di kantor pos Makassar

Kata Kunci: Kualitas Layanan, Citra Perusahaan, dan Kepuasan pelanggan.

ABSTRACT

HERISWANDI. Year 2020. Analysis of Service Quality and Company Image on Customer Satisfaction of Post Services at the Makassar Post Office. Thesis Management Study Program Faculty of Economics and Business, University of Muhammadiyah Makassar. Supervised by Supervisor I Muhammad Rusydi and Supervisor II Samsul Rizal.

The purpose of this study was to analyze: the effect of service quality and corporate image simultaneously on postal service customer satisfaction. The effect of service quality on postal service customer satisfaction and the influence of company image on postal service customer satisfaction.

The study was conducted at the Makassar Post Office with a population of 862 people and a sample of 90 respondents based on the Slovin formula. Data from the questionnaire were analyzed using multiple linear regression analysis techniques.

The results of the study found that: service quality and corporate image simultaneously had a positive and significant effect on postal service customer satisfaction, and company image partially had a positive and significant effect on customer satisfaction at the Makassar post office

Keywords: Service Quality, Company Image, and Customer Satisfaction.