

ABSTRACT

The purpose of this study was to determine the effect of whether the influence of product variables (X1), price (X2), promotion (X3), SDM (X4), and process (X5) partially or simultaneously on service use decisions (Y) on J & T Express . This research is quantitative descriptive. The population of this study is J & T Express service users. The research sample was randomly taken as many as 98 samples. Data collection is done using a questionnaire. The data analysis of this research is multiple linear regression analysis. From the results of multiple regression calculations with the help of SPSS the results show that the product variable (X1), price (X2), promotion (X3), SDM (X4), and process (X5) have a partial or simultaneous effect on service use decisions (Y) on J & T Express.

Keywords: product, price, promotion, HR, process, service use