

ABSTRAK

Skripsi ini merupakan penelitian untuk kepentingan mengetahui hubungan dari Kualitas Pelayanan (*Service Quality*), Kepercayaan Pelanggan (*Customer Trust*), dan Promosi (*Promotion*) terhadap Kepuasan Pelanggan (*Customer Satisfaction*). Penelitian ini merupakan penelitian dengan metode kuantitatif dengan desain korelasional deskriptif. Dilakukan pada ruang lingkup *customer* atau pelanggan dari perusahaan logistik JNE Express yang terdapat di kota Surabaya diantaranya yang terdapat di *franchise agen*, kantor perwakilan dikategorikan konvensional dan *e-commerce customer* (online). Analisa data menggunakan beberapa rangkaian uji yaitu uji validitas, uji reliabilitas, uji asumsi, uji hipotesis korelasional, dan uji tabulasi silang. Uji hipotesis pada penelitian ini menggunakan uji non-parametrik dikarenakan terdapatnya data analisis yang tidak normal Kualitas Pelayanan (Sig :0.00), Kepercayaan Pelanggan (Sig :0.01), Promosi, (Sig :0.00), Kepuasan Pelanggan (Sig :0.00) dimana ketentuan normalitas diatas (>) 0.05. Namun, data bersifat linier Kualitas Pelayanan – Kepuasan Pelanggan (sig : 0.000) Kepercayaan Pelanggan – Kepuasan Pelanggan (sig : 0.000) Promosi - Kepuasan Pelanggan (0.000) ketentuan linieritas signifikansi ($p \leq 0.05$). Pengukuran variabel penelitian Kualitas Pelayanan dengan 5 *point-scale* oleh Parasuraman (1985), Kepercayaan Pelanggan 3 *point-scale* oleh Meyers, et.al (1995), Promosi 7 *point-scale* oleh Kotler, Bowen & Armstrong (2008), Kepuasan Pelanggan 2 *point-scale* oleh Kotler (1994). Ditemukan bahwa keseluruhan aspek independent variabel memiliki hubungan positif dan berkorelasi kuat dengan dependen variabel. Kualitas Pelayanan – Kepuasan Pelanggan (sig.p – 0.000) nilai N (0.416**), Kepercayaan Pelanggan – Kepuasan Pelanggan (sig.p – 0.000) nilai N (548**), Promosi – Kepuasan Pelanggan (sig.p – 0.000) nilai N (0.460**). Memenuhi syarat dinyatakan korelasi positif apabila signifikansi ($p < 0.05$). Persepsi pelanggan memiliki karakteristik yang berbeda – beda pada umumnya, pada penelitian ini kepuasan pelanggan dirasakan terhadap pelayanan JNE Express Surabaya ketika merasakan kualitas pelayanan diberikan terutama dengan kualitas ketepatan waktu (*tangible*) terhadap pengiriman paket, kepercayaan pelanggan, integritas dalam konsistensi kerahasiaan paket dan pengiriman yang tepat waktu, dan promo harga layanan yang diberikan kepada pelanggan. Kualitas Pelayanan, Persepsi Kepercayaan Pelanggan, dan Promosi menjadi satu kesatuan yang memiliki sumbangsih terhadap Kepuasan Pelanggan terhadap suatu unit bisnis (Long Yi Lin, Juh-Fure Wang & Li Mei Huang, 2011)

Kata Kunci : Kualitas Pelayanan , Kepercayaan Pelanggan , Promosi, Kepuasan Pelanggan

ABSTRACT

*This thesis is a research for the purpose of knowing the relationship of Service Quality, Customer Trust, and Promotion to Customer Satisfaction. This research is a quantitative method with a descriptive correlational design. It is carried out in the scope of customers or customers of the JNE Express logistics company in the city of Surabaya, including those in agent franchises, representative offices categorized as conventional and e-commerce customers (online). Data analysis used several series of tests, namely validity test, reliability test, assumption test, correlational hypothesis test, and cross tabulation test. Hypothesis testing in this study uses non-parametric tests due to the presence of abnormal analytical data Service Quality (Sig:0.00), Customer Trust (Sig:0.01), Promotion, (Sig:0.00), Customer Satisfaction (Sig:0.00) where the provisions normality above (>) 0.05. However, the data is linear Quality of Service – Customer Satisfaction (sig : 0.000) Customer Trust – Customer Satisfaction (sig : 0.000) Promotion - Customer Satisfaction (0.000) provisions for linearity of significance (p) 0.05. Measurement of service quality research variables with 5-point scale by Parasuraman (1985), 3 point-scale Customer Trust by Mayers, et.al (1995), 7-point-scale promotion by Kotler, Bowen & Armstrong (2008), Customer Satisfaction 2 points -scale by Kotler (1994). It was found that all aspects of the independent variable had a positive relationship and were strongly correlated with the dependent variable. Service Quality – Customer Satisfaction (sig.p – 0.000) N value (0.416**), Customer Trust – Customer Satisfaction (sig.p – 0.000) N value (548**), Promotion – Customer Satisfaction (sig.p – 0.000) value N (0.460**) . Eligible stated positive correlation if the significance (p) < 0.05. Customer perceptions have different characteristics in general, in this study customer satisfaction is felt with JNE Express Surabaya services when they feel the quality of service is provided, especially with the quality of timeliness (tangible) for package delivery, customer trust, integrity in the consistency of package confidentiality and timely delivery. on time, and price promos for services provided to customers. Service Quality, Perception of Customer Trust, and Promotion into a single entity that contributes to customer satisfaction for a business unit (Long Yi Lin, Juh-Fure Wang & Li Mei Huang, 2011)*

Key words : *Service Quality, Customer Trust, Promotion, Customer Satisfaction*