

INTISARI

PT Pos Indonesia merupakan perusahaan yang bergerak di bidang bisnis jasa pengiriman logistik. Jenis layanan logistik yang diberikan PT Pos Indonesia (Kantor Pos) yaitu layanan Pos Express, Pos Kilat Khusus, dan *Express Mail Service* (EMS). Penelitian ini bertujuan untuk mendapatkan gambaran kualitas layanan logistik dari PT Pos Indonesia, khususnya PT Pos Indonesia di Surabaya berdasarkan persepsi pelanggan.

Penelitian ini merupakan penelitian deskriptif murni yang mengukur kualitas layanan logistik pada PT Pos Indonesia melalui 9 dimensi yaitu : *Personel Contact Quality, Order Release Quantities, Information Quality, Ordering Procedures, Order Accuracy, Order Condition, Order Quality, Order Discrepancy Handling, dan Timeliness*. Pengolahan data menggunakan analisis deskriptif dengan program *SPSS 18.0 for windows*. Teknik pengambilan sampel yang digunakan adalah *nonprobability sampling* dengan jenis *convenience sampling*. Data diperoleh secara langsung dari responden yang memenuhi karakteristik populasi yang ditentukan dengan menyebarkan kuesioner. Jumlah sampel yang digunakan dalam penelitian ini adalah sebanyak 109 responden.

Hasil penelitian ini menunjukkan bahwa dimensi *Order Accuracy* merupakan dimensi yang paling tinggi nilainya di PT Pos Indonesia berdasarkan persepsi pelanggan.

Kata kunci : Kualitas Layanan Logistik, Logistik, Deskriptif

ABSTRACT

PT Pos Indonesia is a company engaged in the business of forwarding and logistics services. Types of logistics services provided by PT Pos Indonesia (post office) are the Post Express Service, Express Mail Special Service and Express Mail Service (EMS). This study aims to describe the logistic service quality of PT Pos Indonesia, especially PT Pos Indonesia in Surabaya based on customer's perception.

This research is a descriptive research which measure the logistic service quality of PT Pos Indonesia through 9 dimensions which are Personel Contact Quality, Order Release Quantities, Information Quality, Ordering Procedures, Order Accuracy, Order Condition, Order Quality, Order Discrepancy Handling, and Timeliness. This research using descriptive analysis with a SPSS 18.0 for Windows program. Sampling technique used in this research is non probability sampling with the type of convenience sampling. Data collected directly from respondents who meet the specified characteristics of the population by distributing questionnaires. The samples used in this study were 109 respondents.

The result of this study showed that the dimension of Order Accuracy is the dimension with the highest value of PT Pos Indonesia based on customer's perception.

Keywords: Logistic Service Quality, Logistic, Descriptive