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Daftar Isi

Analisis Hubungan Biaya, Volume dan Laba : Studi Pustaka Muhammad Masruri	1-7
Pengaruh Pelayanan dan Fasilitas terhadap Kepuasan Pelanggan pada PT. Pos Indonesia (Persero) KP V Kudus Panca Winahyuningsih	8-19
Faktor Dominan Pengambilan Keputusan Pemenuhan Kebutuhan Kredit Nasabah pada PD. BPR BKK Sedan Kabupaten Rembang Mokhamat Ansori	20-31
Penerapan Analisis SWOT dan Perhitungan <i>Balance Scorecard</i> dalam Kompetisi Bisnis Agung Subono	32-38
Pelayanan, Lokasi dan Hadiah sebagai Variabel untuk Menciptakan Kepuasan Nasabah : Sebuah Studi pada Jasa Perbankan Mohammad Kanzunnudin	39-49
Manfaat <i>Non Performing Loan</i> dan <i>Loan Deposit To Ratio</i> bagi Perkembangan Kesehatan Perbankan : Sebuah Studi pada Bank Perkreditan Rakyat Mokhamat Ansori, Sutono	50-58
Pengaruh <i>Empowerment</i> terhadap Efektivitas Kerja dan Kepuasan Kerja Kertati Sumekar	59-64
Hubungan Tingkat Pelayanan dengan Tingkat Kepuasan Konsumen : Studi Kasus pada SPBU 4450113 di Semarang Mohammad Kanzunnudin, Dennyca Hendriyanto Nugroho	65-76
Pengaruh Kepuasan Kerja terhadap Produktivitas Kerja Karyawan : Studi Kasus PT. Pura Barutama Kudus Muhammad Masruri, Muhammad Tahwin	77-89

**PENGARUH PELAYANAN DAN FASILITAS
TERHADAP KEPUASAN PELANGGAN PADA
PT. POS INDONESIA (PERSERO) KP V KUDUS**
*(The Influence of Service and Facility to Customers Satisfaction
at PT Pos Indonesia "Persero" KP V Kudus)*

Panca Winahyuningsih *)

ABSTRACT

Every company which is oriented on customer needs to give the chance as broad as possible for its customers to deliver their advice, opinions and complaints. Media that can be used includes advice's boxes which are placed in strategic places that are reached easily or passed by the customers. However, this method seems passively so it's difficult to get complete description about customers satisfaction or dissatisfaction. Not all customers who are not satisfied will deliver their complaints. It could be they change to another producer and not more buy company's service, in this case Post Office (Persero) KP V Kudus can't pay on time, it's likely late.

The result of this research, there is the influence and correlation between the service of goods delivery and regression coefficient amount to 0,550. It means that the influence of goods delivery service and positive correlation or has equal correlation. Based on this analysis, it can be said that the better goods delivery service at PT Indonesian Post (persero) KP V Kudus, the higher customers satisfaction because of correlation coefficient value amounts to 0,732. On the other hand the lower or the worse the service, the customers satisfaction will decrease obviously.

There is the influence and correlation between the facility of goods delivery to customers satisfaction and regression coefficient amounts to 1,143. It means that the facility of goods delivery gives the positive influence.

Based on this analysis shows that the higher or the better the facility which is given to the customers, the higher the customers satisfaction because the regression coefficient has positive value (+), and has the correlation amounts to 0,779. On the other hand the lower or the worse the facility of goods delivery, the lower the customers satisfaction.

There is the influence between the service and the facility of goods delivery to the customers satisfaction at PT Indonesian Post (Persero) KP V Kudus, according to Adjusted R square value amounts to 0,638 and has calculating F value amounts to 44,197 that is higher than F table amounts to 3,20. So it can be concluded that the facility of goods delivery has more influence than goods delivery service to the customers satisfaction.

Keywords : Tangibles, Reliability, Responsibility, Assurance and Empathy.

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