

ABSTRACT

ANALYSIS OF CONSUMER ATTITUDES TO THE QUALITY OF SERVICE

PT INDAH CARGO expedition in Bandar Lampung

By:

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PT Indah Cargo Jln. Diponegoro No. 3 Betung Gulf, Bandar Lampung. is one of the express package, documents and goods delivery business, in the field of consumer-centered services, until this time its business has not been implementing and take advantage of identification or research about the attitude and quality customer service.

Problems being faced by PT Indah Cargo today is the existence of fluctuations and tend to decrease the volume of sales, Indicates that the existence of consumer attitudes on PT Indah Cargo service quality has not acted positively. Permasalahan PT Indah Cargo problem is that its has not achieved its sales volume target. The aim of this study is to determine whether consumer attitudes on the quality of services provided by PT Indah Company.

Samples were taken by “non-random sampling” its considering to the not limited population. In line with the opinion of Joseph F. Hair, Jr. (1995) in “Multivariate Data Analysis”, if the study population was not limited, the minimum unit of the sample was 15 or 20 times the number of variables studied.

In this study, the authors take a minimum of 75 samples of respondents because of the variables used in this research are five variables, *namely, tangibles, empathy, reliability, responsiveness, assurance*. So that research results can be trusted, the total number of sample units rounded up to 80 respondents.

The results showed that the average consumer expectations for service quality that is known of the conviction is for the *tangibles* of 0.6125 *emphaty* for 0.845 *reliability* of 0.82, 0.775 for *responsiveness* and 0.982 for *assurance*. While consumer attitudes based on an evaluation of attributes can be known to value of *tangibles* 0.795 , 0.825 for *emphaty*, 0.8525 for *reliability*, 0.885 for *responsiveness* and 0.8075 for *assurance*. Attitude scale value of consumer attitudes are more inclined towards the right +3.362 with a range of attitudes is the maximum value of +8.33. This indicates that consumer attitudes on the quality of services of PT Indah Cargo which includes *tangible, emphaty, reability, responsiveness and assurance* as a whole is positive.