

ABSTRACT

ANALYSIS SERVICE QUALITY OF SPECIAL QUICK POS IN

PT POS INDONESIA (PERSERO) KOTA METRO 34 100

By

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As one BUMN which have the function and role in services and in national development, PT Pos Indonesia in implementing its business can not be discharged in an attempt to improve the effectiveness and efficiency of Organizing ministry. Which was then a challenge for PT Pos Indonesia today is to improve the quality of the Special Express Postal services in competition similar services. Because the impact of such competition is able to change customer expectations about corporate performance. Problems faced by the company with the ability to increase production of Special Express Post on average 34.26% every year, while its competitors to increase production on average 51.50% annually and lower market share than its competitor that is average 28.41% annually whereas its competitor able to master the market till average 71.59% annually. Therefore the problem raised is How the quality of services provided by the Special Express Postal services in PT Pos Indonesia (Persero) Metro City?

The purpose of this study is to determine the level of service quality provided by the Special Express Postal services in PT Pos Indonesia (Persero) Metro City. Based on the results of the study concluded that the quality of postal services Special Lightning in PT Pos Indonesia 34 100 Cities metro is very good. This is evidenced by the value of a company's performance has exceeded the value of customer expectations, (based on table 48, whereas the expected value of performance value = 5013 = 5166). This means the company has been able to meet customer expectations. Although the overall quality of the postal service is very good but the Special Quick on the dimensions and specific elements, Special Express Postal service quality is not good.

Special Postal Service Express shipments should expand coverage, not only established an office branch in kota district, but also established branches-rural village, they are far from the subdistrict and official employee of post office Metro should alert in performing his duties in order good image in the eyes of customers can be maintained. Which raised the loyalty of customers to continue to use the special Express Postal service at Metro City Post Office.

Keywords: Quality of Service, Post Express Special.