ABSTRACT

COURIER SERVICE DEMAND ANALYSIS IN PT. POS INDONESIA
TANJUNG KARANG BRANCH OFFICE BANDAR LAMPUNG

by

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This study aim to analyze the influence of shipping rate, service quality, and income to demand of Pos Indonesia courier services at Tanjung Karang Branch Office, Bandar Lampung. The study use secondary and primary data which derived from questionnaire. Model of data analysis used in this study is multiple linear regression.

The result indicates that shipping rate has negative and significant influence to courier services demand while service quality and income give positive and significant influence to courier services demand at Tanjung Karang Branch Office, Bandar Lampung. Coefficient of determination (R2) is 0.63 in order to know the shipping rate, service quality and income influence courier services demand by 63% and the F test results obtained at 51.97752 F-statistic greater than F-table is 3.093266 that means the three variables are significantly influence the dependent variable.

Keywords: Courier, Pos Indonesia, Shipping Rates, Service Quality, Income