



INTISARI

Salah satu wujud transportasi adalah layanan pengiriman barang oleh PT. Pos Indonesia (Kantor Pos). Layanan tersebut memiliki peran penting bagi para pelaku bisnis *online* dimana penjual dan pembeli dapat bertransaksi tanpa tatap muka. Jasa tersebut juga diberikan oleh sektor swasta, sehingga Kantor Pos harus memberikan layanan terbaiknya agar dapat bersaing.

Penelitian ini menganalisis kualitas layanan pengiriman barang oleh Kantor Pos. Analisis tersebut mencakup aspek kepercayaan, pelayanan, tarif, dan ketepatan waktu. Tahapan penelitian ini dimulai dengan identifikasi masalah, dilanjutkan dengan studi literatur dan penentuan metode penelitian, serta pengambilan data primer dan sekunder. Data primer berupa kuesioner sedangkan data sekunder berupa dokumen-dokumen dari Kantor Pos. Setelah data terpenuhi dapat dilakukan analisis sehingga diperoleh kesimpulan.

Analisis data dilakukan dengan metode statistik. Dari analisis diketahui pengguna jasa pos sebesar 73%. Para pengguna jasa tersebut memberi penilaian terhadap kualitas layanan Kantor Pos melalui kuesioner. Dari penilaian pelanggan tersebut nilai rata-rata terendah adalah pada aspek ketepatan waktu yaitu sebesar 3 untuk jenis *express* dan sebesar 2,73 untuk jenis kilat khusus. Melalui pengamatan terhadap pola kerja di Kantor Pos diketahui bahwa keterlambatan terjadi pada proses pengiriman dan antaran.

Kata Kunci: pengiriman barang, bisnis *online*, kualitas layanan



ABSTRACT

One of the incarnation of transportation is the delivery services of PT Pos Indonesia (Kantor Pos). This service plays an important role for online businesses, that enable buyers and sellers to conduct transactions without face to face interaction. This kind of delivery services are also provided by the private sectors, and this situations has put the urgencies for Kantor Pos to provide the best services in order to stay in the competition.

This research analyzes the quality of Kantor Pos delivery services. The analysis includes costumer's trust, service, rate, and punctuality aspect of the delivery services. This research begins with the identification of problem, followed by literature review and research methodology, as well as primary and secondary data collecting. Primary data is collected through questionnaires, while secondary data is a collection of official documents from Kantor Pos. These data are then analyzed in order to draw the conclusion of the research.

Data analyses are done through statistical methodology. From the analyses, it is discovered that 73% customers of Kantor Pos use the postal services. These group of customers assess the quality of Kantor Pos services through the questionnaires. From the customers assesment, the lowest average score is given to the punctuality of delivery services. Express services gain 3 point, while *Kilat Khusus* services gain 2.73. Through a close observation of the pattern of work in Kantor Pos, it is discovered that the delays occur in the dispatch and delivery process.

Key words: freight, online businesses, service quality