

ABSTRAK

Tujuan dilakukukanya penelitian guna melihat sejauh mana Fasilitas maupun Layanan mempengaruhi Kepuasan konsumen pada PT. Pos Indonesia Krembangan Surabaya. Populasi penelitian ini yaitu semua konsumen PT Pos Indonesia Surabaya sebanyak 86 reponden, dengan metode *incidental sampling*. Metode penelitian menggunakan angket/kuesioner dibantu dengan alat bantuan Software IBM SPSS Version 22. Dari penelitian yang telah dilakukan, yakni (1) fasilitas mempengaruhi kepuasan konsumen di PT. Pos Indonesia Krembangan Surabaya, (2) layanan mempengaruhi kepuasan konsumen (Y) pada PT. Pos Indonesia Krembangan Surabaya, sedangkan (3) fasilitas maupun layanan mempengaruhi kepuasan konsumen PT Pos Indonesia Krembangan Surabaya.

Kata Kunci : Fasilitas, Layanan, Kepuasan Konsumen

ABSTRACT

The purpose of this research is to see the extent to which facilities and services affect consumers at PT. Pos Indonesia Krembangan Surabaya. The population of this research are all consumers of PT Pos Indonesia Surabaya as many as 86 respondents, with incidental sampling method. The research method uses a questionnaire/questionnaire assisted by the IBM SPSS Version 22 Software. From what has been done, namely (1) facilities affect customer satisfaction at PT. Pos Indonesia Krembangan Surabaya, (2) affect customer satisfaction service (Y) at PT. Pos Indonesia Krembangan Surabaya, while (3) service facilities affect the customer satisfaction of PT Pos Indonesia Krembangan Surabaya

Keywords : *facility, Servicey, consumer satisfaction 000^b.*