

**PENGARUH KUALITAS LAYANAN DAN PENGALAMAN TERHADAP
KEPUASAN PELANGGAN DI KANTOR POS INDONESIA
CABANG KARANGASEM**

Oleh

Ida Ayu Candra Trisna Adnyani, NIM 2217041207

Jurusan Manajemen, Fakultas Ekonomi

ABSTRAK

Penelitian ini dilatarbelakangi dari penurunan jumlah pengunjung di Kantor Pos Indonesia Cabang Karangasem antara Desember 2024 dan Februari 2025, serta adanya keluhan dalam ulasan Google Review mengenai kualitas layanan yang ada. Situasi ini menunjukkan adanya masalah yang dapat berdampak pada kepuasan pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan dan pengalaman pelanggan terhadap kepuasan di Kantor Pos Indonesia Cabang Karangasem. Metodologi yang digunakan adalah pendekatan kuantitatif dengan metode asosiatif kausal. Data primer dikumpulkan melalui kuesioner yang disebarkan kepada pelanggan di Kantor Pos Indonesia Cabang Karangasem. Sampel diambil dengan teknik purposive sampling dengan total 130 responden. Analisis data dilakukan menggunakan regresi linier berganda untuk mengevaluasi pengaruh kualitas layanan serta pengalaman pelanggan terhadap tingkat kepuasan. Hasil penelitian menunjukkan bahwa kualitas layanan memiliki pengaruh positif dan signifikan terhadap kepuasan pelanggan. Pengalaman pelanggan juga terbukti berpengaruh positif dan signifikan terhadap kepuasan. Secara bersamaan, kualitas layanan dan pengalaman pelanggan memberikan dampak positif dan signifikan terhadap kepuasan. Temuan ini menunjukkan bahwa meningkatkan kualitas layanan serta pengalaman pelanggan akan mendukung peningkatan kepuasan pelanggan. Kantor Pos Indonesia Cabang Karangasem disarankan agar meningkatkan konsistensi dalam pelayanan, terutama terkait kecepatan, ketepatan, keramahan, dan profesionalisme, serta menciptakan pengalaman pelayanan yang menyenangkan bagi pelanggan. Penelitian di masa mendatang diharapkan dapat menambahkan variabel lain yang relevan untuk memperluas hasil yang didapat.

Kata Kunci: kualitas layanan, pengalaman, kepuasan pelanggan

***THE EFFECT OF SERVICE QUALITY AND EXPERIENCE ON
CUSTOMER SATISFACTION AT THE INDONESIAN POST OFFICE
KARANGASEM BRANCH***

By

Ida Ayu Candra Trisna Adnyani, Student ID 2217041207

Department of Management, Faculty of Economics

ABSTRACT

This study was motivated by a decline in the number of visitors to the Karangasem Branch of the Indonesian Post Office between December 2024 and February 2025, as well as complaints in Google Reviews regarding the quality of service. This situation indicates the presence of issues that could impact customer satisfaction. This study aims to analyze the influence of service quality and customer experience on satisfaction at the Karangasem Branch of the Indonesian Post Office. The methodology used is a quantitative approach employing an associative causal method. Primary data were collected through a questionnaire distributed to customers at the Karangasem Branch of the Indonesian Post Office. The sample was selected using purposive sampling, with a total of 130 respondents. Data analysis was conducted using multiple linear regression to evaluate the influence of service quality and customer experience on satisfaction levels. The results of the study show that service quality has a positive and significant effect on customer satisfaction. Customer experience was also found to have a positive and significant effect on satisfaction. Together, service quality and customer experience have a positive and significant impact on satisfaction. These findings indicate that improving service quality and customer experience will help increase customer satisfaction. The Karangasem Branch of Indonesia Post is advised to improve consistency in service particularly regarding speed, accuracy, friendliness, and professionalism and to create a pleasant service experience for customers. Future research is expected to incorporate other relevant variables to broaden the scope of these findings.

Keywords: *service quality, experience, customer satisfaction*