

ABSTRACT

Currently in marketing, the company not only provides services by using conventional systems, but they use electronic services too. Electronic service quality (E-servqual) is a new version of service quality. E-servqual is developed to host a service provided on the internet network. E-servqual is an expansion of a site's ability to facilitate shopping, purchasing and distribution activities. In the process delivery of goods, now PT Pos provides facilities and services based online. PT Pos has an application named Kantor Pos.apk to access information from the post office easily. It is proven that PT Pos gives attention to its customers to maintain the quality of its services. This study was conducted to determine how e-servqual on customer satisfaction of Kantor Pos.apk user.

The method used is descriptive analysis method and multiple linear regression with data retrieval using quantitative data collection. Sampling technique used was incidental sampling technique under non probability sampling with the total number of 100 respondents.

Based on the overall results of hypothesis testing, e-servqual is simultan positive effect on customer satisfaction of Kantor Pos.apk with a value of 33,91 is greater than F table is 2,47. Based on the coefficients of determination, it shows that customer satisfaction wil be explained by e-servqual 58,8%, while the remaining 41,2% are influenced by other variabels which are not examined in this study. The conclusion of this study, electronic service quality in Kantor Pos.apk is categorized as “good”, but there are several aspects that need to be improved such as service menu and application system of Kantor Pos.apk

Keyword: E-Service Quality, Customer Satisfaction, Kantor Pos.apk