

INTISARI

Penelitian ini berjudul Pengaruh Free Pickup Service dan Cash on Delivery Terhadap Peningkatan Kepuasan Pelanggan Pada Jasa Pengiriman Shopee Xpress. Penelitian ini memiliki beberapa tujuan. Tujuan pertama adalah untuk mengetahui pengaruh free pickup service terhadap peningkatan kepuasan pelanggan. Tujuan yang kedua, untuk mengetahui pengaruh cash on delivery terhadap peningkatan kepuasan pelanggan, dan yang terakhir yaitu untuk mengetahui pengaruh free pickup service dan cash on delivery terhadap terhadap peningkatan kepuasan pelanggan. Jenis penelitian ini adalah penelitian kuantitatif. Variabel penelitian terdiri dari dua variabel bebas yaitu free pick up dan cash on delivery, dan satu variabel terikat yaitu kepuasan pelanggan. Populasi penelitian terdiri dari pelanggan pengguna jasa pengiriman barang pada Shopee Xpress Kecamatan Binangun Kabupaten Cilacap yang berjumlah 170 dengan sampel yang diambil sebanyak 120. Teknik analisis data untuk menjawab tujuan penelitian menggunakan Teknik analisis uji t, uji F, dan uji determinasi. Analisis data dibantu dengan program SPSS 23.

Hasil penelitian menunjukkan bahwa free pick up service berpengaruh signifikan terhadap peningkatan kepuasan pelanggan pengguna jasa pengiriman barang di Shopee Xpress Cilacap. cash on delivery berpengaruh signifikan terhadap peningkatan kepuasan pelanggan pengguna jasa pengiriman barang di Shopee Xpress Cilacap. Free pickup service dan cash on delivery berpengaruh secara simultan signifikan terhadap peningkatan kepuasan pelanggan pengguna jasa pengiriman barang pada Shopee Xpress Cilacap. Free pickup service dan cash on delivery bersama-sama berpengaruh terhadap kepuasan pelanggan pengguna jasa pengiriman barang di Shopee Xpress Cilacap.

Kata kunci: Free Pickup Service, Cash on Delivery, Kepuasan Pelanggan, Shopee Xpress.

ABSTRACT

*This study is entitled **The Effect of Free Pickup Service and Cash on Delivery on Increasing Customer Satisfaction in Shopee Xpress Delivery Services**. This research has several objectives. The first objective is to determine the effect of free pickup service on increasing customer satisfaction. The second objective is to determine the effect of cash on delivery on increasing customer satisfaction, and the last is to determine the effect of free pickup service and cash on delivery on increasing customer satisfaction. This type of research is quantitative research. The research variables consist of two independent variables, namely free pick-up and cash on delivery, and one dependent variable, namely customer satisfaction. The research population consisted of 170 customers who use goods delivery services at Shopee Xpress, Binangun District, Cilacap Regency, with 120 samples taken. Data analysis techniques to answer the research objectives used analysis techniques t-test, F-test, and determination test. Data analysis was assisted by the SPSS 23 program.*

The results showed that the free pick-up service had a significant effect on increasing customer satisfaction for goods delivery service users at Shopee Xpress Cilacap. cash on delivery has a significant effect on increasing customer satisfaction using goods delivery services at Shopee Xpress Cilacap. Free pickup service and cash on delivery have a significant simultaneous effect on increasing customer satisfaction using goods delivery services at Shopee Xpress Cilacap. Free pickup service and cash on delivery together have an effect on customer satisfaction using goods delivery services at Shopee Xpress Cilacap.

Keywords: Free Pickup Service, Cash on Delivery, Customer Satisfactio, Shopee Xpress.