

ABSTRACT

PT.Pos Indonesia is a BUMN's (Badan Usaha Milik Negara) company that work in the cargo transport services. According to first research in PT. Pos Asia-Afrika, researcher found problems is consumers purchases with the observation and interview result, the problem causes by services quality too low.

The purposes from this research was to knowed the effect and analysis from services quality on consumer purchases decisions in sales segment PT.Pos Asia-Afrika, Bandung.

The research used of quantitative method. Technique collecting data for this research is literature research and direct research such as observation, interview and spread survey on 30 of respondents. The analysis of data is instrument validity test, instrument reliability test, pearson product moment correlation, simple linear regression and coefficient of determination.

Based on this research service quality and purchases decision of the consumers by using a coefficient determination contribution showed that, the variable quality of service and consumer purchase decision variables have the effect of the remaining 74.9% and 25.1% caused by other factors. The external factors effect is government policy, consumers and competitors and than the internal factors effect is facility fee, human resources and company procedure.

Advices that can be researchers said from the results of this research, especially in sales segment of PT.Pos Asia-Afrika, company to improve the quality service for consumers, so that consumers still use services offered by the company.

Keywords: Service Quality and Consumer Purchases Decision