

**PENGARUH KUALITAS PELAYANAN DAN HARGA TERHADAP  
KEPUTUSAN KONSUMEN DALAM MENGGUNAKAN JASA PAKET  
POS BIASA DALAM NEGERI DI PT POS INDONESIA (PERSERO)  
CABANG SEMARANG**

Penulis : D2D002205\_ASIH DWI SEPTIYANI

*Abstract*

*The key of successful in company service is giving service to able cause something to appear contentment consumers. Other the factor cost have big quality to customers before they used that service. The item display to face PT Pos Indonesia (Persero) is agreeable between cost and customers with consumer to begin consumer's decision to buy product.*

*The purpose of this survey to know the influence of service quality and cost toward decision buying regular domestic package in PT Pos Indonesia (Persero) branch Semarang in partial although together. This survey used type explanatory research. The populations are totality people in using regular domestic package post service in PT Pos Indonesia branch Semarang. 100 peoples to take sample with use method purposive sampling. The aggregation method with questioner, interview and observation. The data analysis used temperate regression test, double regression anf coefficient determinant. Hypothesis test used Z-test and F-test. The based on hypothesis test can to make know that effect of quality service and cost to buying regular domestic package at PT Pos Indonesia (Persero) branch Semarang, well to partial although together. The based on data analysis, we can know quality influential service toward buying decision the amount of 76,3%. The cost toward buy decisions the amaount of 53,6%. The quality service and cost toward buying decision the consumer amount 80,4%.*

*The result survey to show service quality has well, cheaper and buying consumer decision is high. Although, the company has keep cost and upgrade the quality service, so the decision buying consumer is high.*

*Key words : quality service, cost, customers decision*