

## ABSTRAK

Ellena Agesty Budiyan. 2024. Pengaruh Brand Image, Brand Trust, Dan Kualitas Layanan Terhadap Keputusan Penggunaan Ulang Jasa Pada Ekspedisi Kantor Pos Indonesia Di Kecamatan Jogorogo. Skripsi. Pendidikan Ekonomi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas PGRI Madiun. Pembimbing (I) Drs. Wikanso, M. Pd dan Pembimbing (II) Yahya Reka Wirawan, S.Pd, M.Pd

Penelitian ini bertujuan untuk: (1) mengetahui pengaruh *Brand Image* terhadap keputusan penggunaan ulang jasa ekspedisi Kantor Pos Indonesia di Kecamatan Jogorogo (2) mengetahui pengaruh *Brand Trust* terhadap keputusan penggunaan ulang jasa ekspedisi Kantor Pos Indonesia di Kecamatan Jogorogo (3) mengetahui pengaruh Kualitas Layanan terhadap keputusan penggunaan ulang jasa ekspedisi Kantor Pos Indonesia di Kecamatan Jogorogo (4) mengetahui pengaruh Brand Image, Brand Trust dan Kualitas Layanan terhadap keputusan penggunaan ulang jasa ekspedisi Kantor POS Indonesia di Kecamatan Jogorogo. Penelitian ini termasuk kedalam penelitian kuantitatif dengan jenis penelitian kausal komparatif. Adapun teknik pengambilan sampel yang digunakan yaitu *accidental sampling* dengan jumlah sampel sebanyak 90 responden. Dalam penelitian ini teknik pengumpulan data menggunakan kuesioner dan dokumentasi. Adapun kuesioner yang digunakan untuk memperoleh data sejumlah 35 soal mencangkup 3 variabel bebas dan 1 variabel terikat yang telah diuji validitas maupun reliabilitasnya. Analisis data yang digunakan yaitu uji normalitas, uji linearitas, uji multikolonieritas, uji heterokedastisitas, analisis regresi linear berganda, uji t, uji f, dan koefisien determinasi. Hasil penelitian ini menunjukkan bahwa (1) variabel *brand image* ( $X_1$ ) secara parsial berpengaruh signifikan terhadap keputusan penggunaan ulang (Y) nilai t hitungnya sebesar 1,993 dan tingkat signifikansinya kurang dari 5% yaitu 0,049 (2) variabel *brand trust* ( $X_2$ ) secara parsial berpengaruh signifikan terhadap keputusan penggunaan ulang (Y) nilai t hitungnya sebesar 2,865 dan tingkat signifikansinya kurang dari 5% yaitu 0,005 (3) variabel kualitas layanan ( $X_3$ ) secara parsial berpengaruh signifikan terhadap keputusan penggunaan ulang (Y) nilai t hitungnya sebesar 8,257 dan tingkat signifikansinya kurang dari 5% yaitu 0,000 (4) variabel brand image ( $X_1$ ), brand trust ( $X_2$ ) dan kualitas layanan ( $X_3$ ) secara simultan berpengaruh signifikan terhadap keputusan penggunaan ulang (Y). Adapun pengaruh *brand image*, *brand trust*, dan kualitas layanan terhadap keputusan penggunaan ulang jasa pada ekspedisi kantor pos Indonesia adalah 81,1%. Dapat disimpulkan bahwa variabel brand image, brand trust dan variabel kualitas layanan berpengaruh terhadap keputusan penggunaan ulang jasa ekspedisi kantor pos Indonesia.

Kata Kunci: *Brand Image*, *Brand Trust*, dan Kualitas Layanan

## **ABSTRACT**

Ellena Agesty Budiyan. 2024. *The Influence of Brand Image, Brand Trust, and Service Quality on Decisions to Reuse Services on Indonesian Post Office Expeditions in Jogorogo District*. Skripsi. Economics Education, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Advisor (I) Drs. Wikanso, M. Pd dan Pembimbing (II) Yahya Reka Wirawan,. S.Pd, M.Pd

*This research aims to: (1) determine the influence of Brand Image on the decision to reuse Indonesian Post Office expedition services in Jogorogo District (2) determine the influence of Brand Trust on the decision to reuse Indonesian Post Office expedition services in Jogorogo District (3) determine the influence of Service Quality on the decision to reuse the Indonesian Post Office expedition service in Jogorogo District (4) determine the influence of Brand Image, Brand Trust and Service Quality on the decision to reuse the Indonesian Post Office expedition service in Jogorogo District. This research is included in quantitative research with a type of comparative causal research. The sampling technique used was accidental sampling with a sample size of 90 respondents. In this research, data collection techniques used questionnaires and documentation. The questionnaire used to obtain data consisted of 35 questions covering 3 independent variables and 1 dependent variable which had been tested for validity and reliability. The data analysis used is normality test, linearity test, multicollinearity test, heteroscedasticity test, multiple linear regression analysis, t test, f test, and coefficient of determination. The results of this research show that (1) the brand image variable (X1) partially has a significant effect on reuse decisions (Y). The calculated t value is 1.993 and the significance level is less than 5%, namely 0.049 (2) the brand trust variable (X2) is partially has a significant effect on the reuse decision (Y), the calculated t value is 2.865 and the level of significance is less than 5%, namely 0.005 (3) the service quality variable (X3) partially has a significant effect on the reuse decision (Y) the calculated t value is 8.257 and the level The significance is less than 5%, namely 0.000 (4). The variables brand image (X1), brand trust (X2) and service quality (X3) simultaneously have a significant effect on reuse decisions (Y). The influence of brand image, brand trust and service quality on the decision to reuse services in Indonesian post office expeditions is 81.1%. It can be concluded that the brand image, brand trust and service quality variables influence the decision to reuse Indonesian post office expedition services.*

*Keywords: Brand Image, Brand Trust, and Service Quality.*