

## **ABSTRAK**

**Mendrofa, Lefi Yartini Mendrofa 2023. Analisis pemanfaatan aplikasi pospay dalam meningkatkan kualitas pelayanan pada pt. Pos indonesia (persero) cabang kota gunungsitoli Skripsi. Prodi Manajemen. Universitas Nias. Pembimbing bapak Odaligoligoziduhu Halawa, S.E., M.M.**

Kemajuan pesat teknologi informasi berdampak signifikan pada bisnis jasa logistik, terutama dalam proses transaksi. PT Pos Indonesia (Persero), sebagai Badan Usaha Milik Negara di bidang lalu lintas berita, uang, dan barang, berkomitmen untuk meningkatkan kualitas layanan dengan meluncurkan aplikasi PosPay, platform digital berbasis mobile. Penelitian ini bertujuan untuk menganalisis pemanfaatan aplikasi PosPay di PT. Pos Indonesia (Persero) Cabang Kota Gunungsitoli dan mengevaluasi dampaknya terhadap kualitas pelayanan. Fokus penelitian melibatkan adopsi oleh karyawan dan pelanggan, evaluasi kualitas layanan pasca-implementasi PosPay, faktor pendukung atau penghambat penggunaan, serta strategi rekomendasi untuk meningkatkan layanan. Penelitian ini bersifat kualitatif dengan pengumpulan data melalui observasi, wawancara, dan analisis dokumen. Analisis mencakup tingkat pemanfaatan aplikasi PosPay, evaluasi kualitas layanan, identifikasi faktor pendukung atau penghambat, serta rekomendasi strategis. Penelitian ini menunjukkan pemanfaatan signifikan aplikasi PosPay di PT. Pos Indonesia (Persero) Cabang Kota Gunungsitoli, memberikan kontribusi pada transaksi yang efisien dan rekam keuangan yang akurat. Evaluasi kualitas layanan menunjukkan korelasi positif dengan pemanfaatan PosPay, menandakan peningkatan dalam keandalan, daya tanggap, dan bukti fisik transaksi. Implementasi sukses aplikasi PosPay di PT. Pos Indonesia (Persero) Cabang Kota Gunungsitoli menunjukkan dampak positif pada kualitas layanan. Pemahaman terhadap faktor pendukung dan penghambat penting untuk peningkatan berkelanjutan. Rekomendasi strategis mencakup pelatihan tambahan, promosi intensif, dan pemantauan rutin untuk peningkatan berkelanjutan.

**Kata Kunci:** Aplikasi PosPay, kualitas layanan, logistik, platform digital, kepuasan pelanggan.

## **ABSTRACT**

**Mendrofa, Lefi Yartini Mendrofa 2023. Analysis of the use of the Pospay application in improving service quality at PT. Pos Indonesia (Persero) Gunungsitoli city branch Thesis. Management Study Program. Nias University. The supervisor, Mr. Odaligoligozidohu Halawa, S.E., M.M..**

The rapid advancement of information technology has significantly influenced the logistics service business, particularly in transaction processes. The emergence of the internet has prompted logistics businesses to innovate for faster and more accessible services. PT Pos Indonesia (Persero) is a state-owned enterprise operating in news, money, and goods traffic services, with the largest service network nationwide. In its commitment to improving service quality, PT Pos Indonesia introduced PosPay, a mobile-based digital platform offering financial transactions and other services through the Giropos account. This research aims to analyze the utilization of the PosPay application in PT. Pos Indonesia (Persero) Branch in Gunungsitoli City and evaluate its impact on service quality. The study focuses on the adoption of PosPay by employees and customers, quality of service after PosPay implementation, factors driving or hindering its use, and recommended strategies for enhancing services. This is a qualitative research study involving data collection through observations, interviews, and document analysis. The analysis includes the extent of PosPay application utilization, evaluation of service quality, identification of driving and hindering factors, and strategic recommendations. The study reveals significant utilization of the PosPay application at PT. Pos Indonesia (Persero) Branch in Gunungsitoli City. The application contributes to efficient transactions, accurate financial records, and clear transaction evidence. The evaluation of service quality shows a positive correlation with PosPay utilization, indicating improved reliability, responsiveness, and tangible evidence of transactions. The successful implementation of the PosPay application at PT. Pos Indonesia (Persero) Branch in Gunungsitoli City suggests its positive impact on service quality. Understanding driving and hindering factors is crucial for continuous improvement. Strategic recommendations include additional training for employees, intensified promotion and education for customers, and regular monitoring and evaluation for ongoing enhancement of service quality.

**Keywords:** PosPay application, service quality, logistics, digital platform, customer satisfaction.