ABSTRACT

EFFECTIVENESS OF INTERPERSONAL COMMUNICATION CUSTOMER SERVICE PT. POS INDONESIA (PERSERO) BANDUNG TO CUSTOMERS EXPRESS POST TOWARDS THEIR SATISFACTION IN SERVICE DELIVERY PACKAGE AND LETTER

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This research aims *to determine how far the effectiveness of interpersonal communication Customer Service PT. Pos Indonesia (Persero) Bandung to customers about Express Post towards their satisfaction in delivery package and Letter. To answer the research goal above, the writer highlight the indicator of Openness, Empathy, Attitude Supports, positive attitude equality to measure* ***the effectiveness of interpersonal communication*** *(variable X) and the indicator of product quality, service quality, product image, price, ease of obtaining the product to measure* ***satisfaction*** *(Variable Y)*

The research approach *is quantitative; the research method is a survey method with a descriptive analysis techniques; techniques of data collection are questionnaires and interviews, Internet Searching, and literature, the study population was customers of pos express PT. Pos Indonesia (Persero) Bandung. Sample of 74 customers is obtained with the sampling technique was stratified random sampling technique. Technique analysis was conducted with statistical calculations using the computer program through SPSS 20.*

The research results *show* ***that openness (X_1)*** *with customer* ***satisfaction*** *6.83% is weak, valid, direct and significant.* ***Empathy (X_2)*** *with customer* ***satisfaction*** *21.09% is medium, significant and valid direct,* ***Attitude Supports (X_3)*** *with customer* ***satisfaction*** *37.00% is strong, valid, direct and significant,* ***Positive Attitude (X_4)*** *with customer* ***satisfaction*** *30 83% were medium, valid, direct and significant,* ***equality (X_5)*** *with customer* ***satisfaction*** *42.05% is strong, valid, and siginfikan direct,* ***effectiveness of interpersonal communication*** *with* ***quality of products (Y_1)*** *19.17% is medium, valid, direct and significant,* ***effectiveness of interpersonal communication*** *with* ***quality of service (Y_2)*** *18.56% is medium, valid and significant direct,* ***effectiveness of interpersonal communication*** *with* ***Product Image (Y_3)*** *37.81% is strong, valid and significant direct,* ***effectiveness of interpersonal communication*** *with* ***price (Y_4)*** *20.41% were medium, and siginfikan valid* ***effectiveness of interpersonal communication*** *with* ***ease of obtaining the product (Y_5)****, 26.22% are medium, valid, and significant.*

Conclusion*, the Research of Effectiveness of interpersonal communication towards customer satisfaction is a strong, valid, direct and significant.*

The writer's Suggestion *is increasing promotion express post by distributing brochures, or by advertising in various mass media such as electronic and print, so that more people know what express post is.*

Keywords: *Communication Effectiveness, Satisfaction, Openness, Empathy, Support Attitude, Positive Attitude, Equality, Product Quality, Service Quality, Image Products,Ease of obtaining the product.*