

ABSTRAK

Penelitian ini dilatarbelakangi oleh persaingan yang semakin ketat dalam jasa pengiriman dan perlunya kegiatan promosi untuk menarik minat masyarakat menggunakan jasa pengiriman PT Pos Indonesia Kantor Cabang Lhokseumawe. Penelitian ini bertujuan untuk mengetahui pengaruh promosi terhadap keputusan penggunaan jasa pengiriman. Penelitian ini menggunakan teori promosi dengan lima indikator, yaitu *Advertising*, *Sales Promotion*, *Public Relations*, *Personal Selling*, dan *Direct and Digital Marketing*. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 100 responden yang pernah menggunakan jasa pengiriman PT Pos Indonesia Kantor Cabang Lhokseumawe. Analisis data menggunakan regresi linear sederhana, uji t, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa promosi berpengaruh positif dan signifikan terhadap keputusan penggunaan jasa pengiriman, dengan nilai t hitung sebesar 11,232 dan signifikansi $0,000 < 0,05$. Nilai R Square sebesar 0,563 menunjukkan bahwa promosi memberikan pengaruh sebesar 56,3% terhadap keputusan penggunaan jasa pengiriman. Dengan demikian, semakin baik promosi yang dilakukan, semakin tinggi keputusan konsumen untuk menggunakan jasa pengiriman PT Pos Indonesia Kantor Cabang Lhokseumawe.

Kata kunci: Promosi, Keputusan Penggunaan Jasa, Jasa Pengiriman.

ABSTRACT

This study was motivated by the increasingly intense competition in the delivery service industry and the need for promotional activities to attract people to use the delivery services of PT Pos Indonesia Lhokseumawe Branch Office. This study aims to determine the effect of promotion on the decision to use delivery services. This study uses promotion theory with five indicators, namely Advertising, Sales Promotion, Public Relations, Personal Selling, and Direct and Digital Marketing. The research employed a quantitative approach with a purposive sampling technique involving 100 respondents who had previously used the delivery services of PT Pos Indonesia Lhokseumawe Branch Office. Data were analyzed using simple linear regression, t-test, and coefficient of determination. The results showed that promotion had a positive and significant effect on the decision to use delivery services, with a t-value of 11.232 and a significance value of $0.000 < 0.05$. The R Square value of 0.563 indicates that promotion contributed 56.3% to the decision to use delivery services. Therefore, the better the promotional activities carried out, the higher the consumers' decision to use the delivery services of PT Pos Indonesia Lhokseumawe Branch Office.

Keywords: *Promotion, Decision to Use Services, Delivery Services.*