ABSTRACT

Fenny Alya Putri / 1800861201168 / 2024 / The Influence of People, Process, and Physical Evidence on Consumer Decisions at PT. Indah Cargo Jambi City / Hj.Susilawati, S.E., M.Si as Advisor 1 and Riko Mappadeceng, S.E., M.M as Advisor 2.

PT. Indah Cargo serves regular deliveries via land, land express, sea, air, city courier, sameday, trucking cooler, trucking dry, towing and internationally. The large variety of shipping variations makes it easier for consumers to choose services, making this expedition company able to compete with existing cargo shipping services.The marketing mix that is focused on consumer satisfaction is People, Process, and Physical Evidence.

The aims of this study are: 1) To find out the description of people, process, physical evidence and consumer decisions at PT. Indah Cargo Jambi City; 2) To analyze the effect of people, process, and physical evidence simultaneously on consumer decisions at PT. Indah Cargo Jambi City; and 3) To analyze the effect of people, process, and physical evidence partially on consumer decisions at PT. Indah Cargo Jambi City.

The research method used in this research is a quantitative descriptive method. The research data is in the form of primary data and secondary data. Data collection methods are carried out through observation and questionnaires. The sampling technique used purposive sampling method with the Slovin formula obtained 97 samples. Data analysis with Descriptive Analysis and Multiple Regression Analysis.

The results showed: 1) Overall, the People variable obtained an average score of 335,25 which was categorized as good, the Process variable obtained an average score of 324,50 which was categorized as quite good, and the Physical Evidence variable obtained an average score of 343,38 which was categorized as good as well as the decisions of service consumers The average score obtained was 346.4 which was categorized as good; 2) Based on the results of the F-Test, it shows that the variables people, process and physical evidence together significantly affect customer decisions. This can be seen in the results of the F-test with the F-count (251,648) > F-table (3.09). The coefficient of determination also shows that 88,7% of the people, process and physical evidence variables influence service consumers' decisions and the remainder is influenced by other variables not included in the research; and 3) Based on the results of the t-test, it shows that the variables people, process and physical evidence have a positive and significant effect on consumer decisions where the t-count (people) = 2.763, t-count (process) = 3,098 and t-count (physical evidence) = 9,792 respectively greater than t-table = 1.66071.

Keywords**: **People, Process, Physical Evidence, Consumer Decisions