

***THE EFFECT OF ASSURANCE SERVICE QUALITY OF PT
NUSANTARA EXPRESS KILAT (SPX EXPRESS) ONLINE
SHOPPING PREFERENCES
(CASE STUDY IN THE BENGKALIS DISTRICT COMMUNITY)***

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ABSTRACT

This study aims to analyze the effect of service quality Assurance of PT Nusantara Express Kilat (SPX Express) on the online shopping preferences of the people of Bengkalis. This study employed a quantitative approach with an associative research design. The sample consisted of 100 respondents selected using purposive sampling. Data were collected through questionnaires using a Likert scale and analyzed using validity tests, reliability tests, classical assumption tests, and simple linear regression analysis.

The results showed that service quality Assurance had a positive and significant effect on the online shopping preferences of the people of Bengkalis. The t-test results showed that the tcount value of 6.607 was greater than the ttable value of 1.984, with a significance value of $0.000 < 0.05$, indicating that the research hypothesis was accepted. The R Square value of 0.308 indicates that service quality Assurance contributed 30.8% to online shopping preferences, while the remaining 69.2% was influenced by other factors outside the scope of this study. Thus, the better the service quality Assurance, the higher the online shopping preferences of the people of Bengkalis.

Keywords: Assurance service quality, Online shopping preference, SPX Express