

**THE INFLUENCE OF SERVICE QUALITY, PROMOTION, BRAND
AMBASSADOR AND CONSUMER TRUST ON THE DECISION OF LION
PARCEL DELIVERY SERVICES IN SUKODADI, Fitriah Nur Jannah,
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ABSTRACT

Lion Parcel is one of the most well-known freight forwarding companies in Indonesia. One of them is Lion Parcel in Sukodadi, which offers several goods delivery services that can be adjusted to the needs and prices desired by customers and also provides information to customers, both senders and recipients of goods via messages. This study aims to determine the effect of service quality, promotions, brand ambassadors and consumer trust on the decision to use Lion Parcel services in Sukodadi. The method used is a quantitative approach and a qualitative approach. The research instrument used a questionnaire with a sample of 83 people. The results showed that service quality (X1) had a significant influence on service usage decision variables at Lion Parcel Sukodadi branch (Y), Promotion (X2) did not have a significant influence on service usage decisions at Lion Parcel Sukodadi branch (Y), Brand ambassador (X3) has a significant influence on the decision to use services at the Lion Parcel Sukodadi branch (Y) and Trust (X4) has a significant influence on the decision to use services on the decision to use services at the Lion Parcel Sukodadi branch (Y). Lion Parcel is advised to carry out more vigorous promotions so that the company continues to build trust among the public and further research can add to the variables that influence user decisions.

Keywords: Service Quality, Promotion, Brand Ambassador, Trust, User Decision, Lion Parcel.

**PENGARUH KUALITAS PELAYANAN, PROMOSI, BRAND
AMBASADOR DAN KEPERCAYAAN KONSUMEN TERHADAP
KEPUTUSAN PENGGUNAAN JASA PENGIRIMAN BARANG LION
PARCEL DI SUKODADI, Fitriah Nur Jannah, Nawari S.E., MM,
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Fakultas Ekonomi, Universitas Islam Darul ‘Ulum Lamongan.**

ABSTRAK

Lion Parcel adalah salah satu perusahaan ekspedisi pengiriman barang yang cukup terkenal di Indonesia. Salah satunya Lion Parcel yang ada di Sukodadi yaitu menawarkan beberapa layanan pengiriman barang yang dapat disesuaikan dengan kebutuhan dan harga yang diinginkan oleh pelanggan dan juga memberikan informasi kepada pelanggan baik pengirim maupun penerima barang melalui pesan. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan, promosi, brand ambassador dan kepercayaan konsumen terhadap keputusan penggunaan jasa Lion Parcel di Sukodadi. Metode yang digunakan yaitu pendekatan kuantitatif dan pendekatan kualitatif. Instrumen penelitian menggunakan kuisioner dengan jumlah sampel 83 orang. Hasil penelitian menunjukkan Kualitas pelayanan (X1) memiliki pengaruh yang signifikan terhadap variabel keputusan penggunaan jasa pada Lion Parcel cabang Sukodadi (Y), Promosi (X2) tidak memiliki pengaruh yang signifikan terhadap keputusan penggunaan jasa pada Lion Parcel cabang Sukodadi (Y), Brand ambassador (X3) memiliki pengaruh secara signifikan terhadap keputusan penggunaan jasa pada Lion Parcel cabang Sukodadi (Y) dan Kepercayaan (X4) memiliki pengaruh secara signifikan terhadap keputusan penggunaan jasa terhadap keputusan penggunaan jasa pada Lion Parcel cabang Sukodadi (Y). Lion Parcel disarankan melakukan promosi lebih gencar agar perusahaan tetap membangun kepercayaan di kalangan masyarakat dan penelitian selanjutnya dapat menambah variabel-variabel yang mempengaruhi keputusan pengguna.

Kata Kunci : Kualitas Pelayanan, Promosi, *Brand Ambassador*, Kepercayaan, Keputusan Pengguna, Lion Parcel