

ABSTRACT

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THE EFFECT OF EMPLOYEE PERFORMANCE TOWARDS CUSTOMER SATISFACTION AT APLUS CAFE AND RESTAURANT PEMATANGSIANTAR

(xvi+ 82 pages; 7 figures; 32 tables; 9 appendices)

In the service industry, employee performance is one of the aspects that affects customer satisfaction. Customer satisfaction is one of the goals that every company would like to achieve. The study aims to analyze whether there is an effect between employee performance on customer satisfaction and finds out how much the contribution of the effect. Aplus Cafe and Restaurant as the research object is a family business restaurant that managed by two brothers since 2011. Based on writer's previous experience, some employee lack of the performance skills which are attentiveness and initiative toward customers, even though it is not in busy hour. This kind of performance will affect customer satisfaction, when employee could not either perform the job well or give excellent services to the customers. The research study used quantitative research that was conducted in the Aplus Cafe and Restaurant in Pematangsiantar, with 100 participants. The writer collected the data from respondents by using the convenience-sampling method through an online questionnaire with five points Likert scale. The analysis of the research shows that there is a 26.5% effect of employee performance towards customer satisfaction. As a result, the writer concludes that the alternate hypothesis is accepted which employee performance affects customer satisfaction. Even though it is a small effect, employee performance needs to be considered and evaluated to improve customer satisfaction. The writer suggests that the management should not only focus on employee performance, but also the other aspects that are not being discussed in this research.

Keywords: Employee performance, Customer Satisfaction, Restaurant, Aplus Cafe & Restaurant, Pematangsiantar.

References: 77 (2015-2020)

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Dalam industri jasa, kinerja karyawan adalah salah satu aspek yang mempengaruhi kepuasan pelanggan. Kepuasan pelanggan adalah salah satu tujuan yang ingin dicapai oleh setiap perusahaan. Penelitian ini bertujuan untuk menganalisis apakah ada pengaruh antara kinerja karyawan terhadap kepuasan pelanggan dan mengetahui seberapa besar kontribusi efek tersebut. Aplus Cafe and Restaurant sebagai objek penelitian adalah restoran bisnis keluarga yang dikelola oleh dua bersaudara sejak 2011. Berdasarkan pengalaman penulis sebelumnya, beberapa karyawan kurang memiliki keterampilan kinerja seperti perhatian dan inisiatif terhadap pelanggan, meskipun tidak dalam jam sibuk. Kinerja semacam ini akan mempengaruhi kepuasan pelanggan, ketika karyawan tidak dapat melakukan pekerjaan dengan baik atau memberikan pelayanan yang baik kepada pelanggan. Penelitian ini menggunakan penelitian kuantitatif yang dilakukan di Aplus Cafe and Restaurant di Pematangsiantar dengan 100 peserta. Penulis mengumpulkan data dari responden dengan metode *convenience-sampling* melalui kuesioner *online* dengan lima poin skala *Likert*. Analisis penelitian menunjukkan bahwa ada 26,5% pengaruh kinerja karyawan terhadap kepuasan pelanggan. Akibatnya, penulis menyimpulkan bahwa hipotesis alternatif diterima yang kinerja karyawan mempengaruhi kepuasan pelanggan. Meskipun efeknya kecil, tetapi kinerja karyawan perlu dipertimbangkan dan dievaluasi untuk meningkatkan kepuasan pelanggan. Penulis menyarankan agar manajemen tidak hanya fokus pada kinerja karyawan, tetapi juga aspek lain yang tidak dibahas dalam penelitian ini.

Kata kunci: Employee performance, Customer Satisfaction, Restaurant, Aplus Cafe & Restaurant, Pematangsiantar.

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