

ABSTRACT

JENNY IRAWAN

1501020012

THE IMPORTANCE OF EMPLOYEE PERFORMANCE AND CUSTOMER LOYALTY AT *JELIM INDONESIA MEDAN*

(xiv+67 pages; 3 figures; 2 tables; 4 appendixes)

The beauty clinic industry is one of the most important sectors in the hospitality industry. Since customers are at the very heart of hospitality industry, maintaining a focus on the customer is extremely important if you want to achieve success. The company have to provide a good work strategy of its their product or service to enhance their beauty clinic industry.

The purpose of this research of work is to analyze the role of employee performance and also with their strategy in the development of beauty clinic industry. The aim is also show the impact of employee performance and how the strategy could be used to ensure success in highly competitive in the hospitality industry.

Keywords: importance of employee performance, company strategy, customer loyalty, hospitality industry

References: 25

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(xiv+67 halaman; 3 data; 2 tabel; 4 lampiran)

Industri klinik kecantikan adalah salah satu sektor terpenting dalam industri perhotelan. Karena pelanggan berada di jantung industri perhotelan, mempertahankan fokus pada pelanggan sangat penting jika Anda ingin mencapai kesuksesan. Perusahaan harus memberikan strategi kerja yang baik dari produk atau layanan mereka untuk meningkatkan industri klinik kecantikan mereka.

Tujuan dari penelitian pekerjaan ini adalah untuk menganalisis peran kinerja karyawan dan juga dengan strategi mereka dalam pengembangan industri klinik kecantikan. Tujuannya juga menunjukkan dampak kinerja karyawan dan bagaimana strategi tersebut dapat digunakan untuk memastikan keberhasilan dalam persaingan yang tinggi di industri perhotelan..

Kata kunci: pentingnya kinerja karyawan, strategi perusahaan, loyalitas pelanggan, industri perhotelan

Referensi: 25