

ABSTRAK

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PENGARUH KEPUASAN KERJA TERHADAP KINERJA KARYAWAN DI TEA GARDEN CAFE AND RESTAURANT MEDAN

(xvi+62 halaman; 26 figur; 31 tabel; 7 lampiran)

Mengetahui pentingnya kepuasan karyawan terutama dalam industri makanan dan minuman, penelitian ini dilakukan di Tea Garden Cafe and Restaurant Medan. Dimana berdasarkan survey bahwa ada penurunan kinerja karyawan yang dapat dilihat dari menurunnya tingkat kepuasan dari pelanggan dalam hal layanan yang diberikan oleh karyawan.

Tujuan dari penelitian kuantitatif ini adalah untuk mengetahui apakah kepuasan kerja berpengaruh terhadap kinerja karyawan di Tea Garden Cafe and Restaurant Medan. Untuk mendapatkan data yang dibutuhkan untuk penelitian ini, pengumpulan data akan menggunakan metode sensus dan kuesioner menggunakan skala Likert lima opsi akan disebar ke karyawan perusahaan.

Setelah mengumpulkan data menggunakan desain penelitian deskriptif, metode yang digunakan adalah analisis deskriptif, uji validitas, uji reliabilitas, uji norma, uji koefisien korelasi (skor 0,407), analisis regresi linier dan uji-t untuk pengujian hipotesis. Hasil uji-t thitung $2,021 > t_{tabel} 2.000$ dan nilai signifikan $0,007 < 0,05$, artinya kepuasan kerja berpengaruh terhadap kinerja karyawan Tea Garden Cafe and Restaurant Medan.

Menurut tes yang telah dilakukan dalam penelitian, hasil menunjukkan bahwa kepuasan kerja memiliki pengaruh terhadap kinerja karyawan di Tea Garden Cafe and Restaurant Medan. Selain itu, dari penelitian ini dapat dilihat bahwa tingkat kepuasan kerja di perusahaan tertentu masih rendah.

Kata kunci: Kepuasan Kerja, Kinerja Karyawan, Kafe dan Restoran

Referensi: 25

ABSTRACT

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THE INFLUENCE OF JOB SATISFACTION ON THE EMPLOYEE PERFORMANCE AT TEA GARDEN CAFÉ AND RESTAURANT MEDAN

(xvi+62 pages; 26 figures; 31 tables; 7 appendixes)

Knowing the importance of employee's satisfaction especially in food and beverage industry, this research was conducted at Tea Garden Cafe and Restaurant Medan. Where based on survey that there is a decrease in employee performance which can be seen from the decreasing level of satisfaction from the customers in terms of the services provided by employees.

The purpose of this quantitative research is to discover whether job satisfaction has an influence on employee performance at Tea Garden Cafe and Restaurant Medan. To obtain the data needed for this research, a census method is being conducted and questionnaires using five-option Likert scale are spread out to the employees of the company.

After collecting the data using descriptive research design, the methods that are used were descriptive analysis, test of validity, test of reliability, test of normality, test of coefficient correlation (scoring 0,407), analysis of linear regression and t-test for hypothesis testing. The result of the t-test $t_{count} 2,021 > t_{table} 2,000$ and a significant value of $0.007 < 0.05$, means that job satisfaction affects the performance of Tea Garden Cafe and Restaurant Medan employees.

According to the tests that have been conducted in the research, it reveals that job satisfaction has an influence on employees' performance at Tea Garden Cafe and Restaurant Medan. Moreover; from this research, the level of job satisfaction in the particular company is still low.

Keywords: Job Satisfaction, Employees' Performance, Cafe and Restaurant

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