

ABSTRACT

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THE ROLE OF COMMUNICATION TOWARDS FOOD AND BEVERAGE DEPARTMENT SERVICE QUALITY AT JUNCTION CAFÉ MEDAN

(xv+65 pages; 8 figures; 40 tables; 7 appendixes)

Lately, competition among service companies is very tight that forces them looking for ways to be one step ahead of their competitors. The purpose of the research is to discuss the relationship between role of communication and service quality at Junction Café Medan.

Communication happens everytime, everywhere, however, and with anyone. It's one significant aspects in running a business. Service quality will be good if the employee provides service in accordance with and even exceeds the existing procedures. Communication has an important role in a company, as well as quality of service.

This quantitative descriptive research was conducted on 83 customers of Junction Café Medan through convenience sampling. As the data were collected by valid and reliable questionnaire and collected data were analyzed by IBM SPSS.

The result shows that communication has a role towards service quality. It is known based on the calculation of the coefficient of determination the influence of communication is 56.6% and the remaining 43.4% is influenced by other variables outside this research. In this research, alternative hypothesis is accepted.

It is recommended that Junction Cafe Medan should pay attention towards the role of communication and make sure that the employee always be more careful in taking orders to avoid mistakes as much as possible.

Keywords: Service Company, Productivity, Communication, Service Quality.

References: 30

ABSTRAK

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PERAN KOMUNIKASI TERHADAP KUALITAS PELAYANAN DEPARTMEN MAKANAN DAN MINUMAN DI JUNCTION CAFÉ MEDAN

(xv+65 halaman; 8 figur; 40 tabel; 7 lampiran)

Akhir-akhir ini, persaingan di antara perusahaan jasa sangat ketat dan perusahaan bekerja mencari cara untuk menjadi selangkah lebih maju dari pesaing mereka. Tujuan dari penelitian ini adalah untuk membahas hubungan antara peran komunikasi dan kualitas pelayanan di Junction Café Medan.

Komunikasi terjadi setiap saat, di mana saja, dan dengan siapa pun. Ini adalah salah satu aspek penting dalam menjalankan bisnis. Kualitas layanan akan baik jika karyawan memberikan layanan sesuai dengan dan bahkan melebihi prosedur yang ada. Komunikasi serta kualitas layanan memiliki peran penting dalam suatu perusahaan.

Penelitian deskriptif kuantitatif ini dilakukan pada 83 pelanggan Junction Café Medan melalui convenience sampling. Data dikumpulkan dengan kuesioner yang valid dan andal dan data yang dikumpulkan dianalisis oleh IBM SPSS.

Hasil penelitian menunjukkan bahwa komunikasi memiliki peran terhadap kualitas layanan. Diketahui berdasarkan perhitungan koefisien determinasi pengaruh komunikasi adalah 56,6% dan sisanya 43,4% dipengaruhi oleh variabel lain di luar penelitian ini. Dalam penelitian ini, hipotesis alternatif diterima.

Direkomendasikan bahwa Junction Cafe Medan harus memperhatikan peran komunikasi dan memastikan bahwa karyawan selalu lebih berhati-hati dalam mengambil pesanan untuk menghindari kesalahan sebisa mungkin.

Kata kunci: Perusahaan Jasa, Produktivitas, Komunikasi, Kualitas Layanan.

Referensi: 30