

ABSTRACT

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THE INFLUENCE OF EMPLOYEE PERFORMANCE TOWARDS CUSTOMER LOYALTY AT PEOPLE'S PLACE CAFE MEDAN

(xvii+66 pages; 8 figures; 38 tables; 9 appendices)

Hospitality industry involves certain businesses that are related to offering services and products such as food and beverage, accomodation, entertainment and travel. In fact, it is considered as a promising and profitable industry which has high contribution towards a country's economic growth.

This study is to measure the influence of employee performance towards customer loyalty at People's Place Cafe Medan by using the employee performance as an independent variable and customer loyalty as a dependent variable.

The writer used a quantitative research method along with primary data and secondary data for this research. The data was collected by questionnaires with 80 respondents and an interview with the manager of People's Place Cafe Medan. Overall result of this research is tested using SPSS 25.

The research result shows that the alternative hypothesis is accepted, which means employee performance influences customer loyalty at People's Place Cafe Medan.

Based on this research, the writer suggests People's Place Cafe Medan to improve the employee performance.

Keywords: Employee Performance, Customer Loyalty, People's Place Cafe Medan

References: 30 (2015-2020)

ABSTRAK

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PENGARUH KINERJA KARYAWAN TERHADAP LOYALITAS PELANGGAN DI PEOPLE'S PLACE CAFE MEDAN

(xvii+66 halaman; 8 figur; 38 tabel; 9 apendiks)

Industri perhotelan melibatkan bisnis tertentu yang terkait dengan penawaran jasa dan produk seperti makanan dan minuman, penginapan, hiburan dan perjalanan. Bahkan, dinilai sebagai industri yang menjanjikan dan menguntungkan yang memiliki kontribusi tinggi terhadap pertumbuhan ekonomi suatu negara.

Penelitian ini untuk mengukur pengaruh kinerja karyawan terhadap loyalitas pelanggan pada People's Place Cafe Medan dengan menggunakan kinerja karyawan sebagai variabel bebas dan loyalitas pelanggan sebagai variabel terikat.

Penulis menggunakan metode penelitian kuantitatif beserta data primer dan data sekunder untuk penelitian ini. Pengumpulan data dilakukan melalui kuesioner dengan 80 responden dan wawancara dengan pengelola People's Place Cafe Medan. Hasil keseluruhan penelitian ini diuji dengan menggunakan SPSS 25.

Hasil penelitian menunjukkan bahwa hipotesis alternatif diterima yang artinya kinerja karyawan berpengaruh terhadap loyalitas pelanggan pada People's Place Cafe Medan.

Berdasarkan hasil penelitian, penulis menyarankan People's Place Cafe Medan untuk meningkatkan kinerja karyawan.

Kata Kunci: Kinerja Karyawan, Loyalitas Pelanggan, People's Place Cafe Medan

Referensi: 30 (2015-2020)