

ABSTRAK

NADHIFAH KHANSA NAUFALMAAS. NIM 2018110002. **Pengaruh Kualitas Pelayanan Pekerja Difabel Terhadap Kepuasan Konsumen Pada Kafe Sunyi Savory and Brewery di Alam Sutera, Tangerang. Dibawah bimbingan Ibu Kania Ratnasari.ST,MIB.**

Tujuan penelitian ini adalah untuk mengetahui kualitas pelayanan, kepuasan konsumen, dan pengaruh kualitas pelayanan pekerja difabel terhadap kepuasan konsumen pada kafe Sunyi Savory and Brewery di Alam Sutera, Tangerang. Penelitian ini menggunakan analisis deskriptif kuantitatif dan regresi linear sederhana. Data dikumpulkan dengan menggunakan kuesioner. Responden dalam penelitian ini sebanyak 100 orang yang sedang berkunjung pada Sunyi Coffee di Alam Sutera, Tangerang. Hasil penelitian menunjukkan bahwa terdapat pengaruh kualitas pelayanan pekerja difabel terhadap kepuasan konsumen pada kafe Sunyi Savory and Brewery di Alam Sutera, Tangerang sebesar 9,6% dan sisanya 90,4% berasal dari variabel lain yang tidak diteliti dalam penelitian ini, misalnya seperti ; tempat yang strategis, kualitas produk, harga, promosi, dll.
Kata Kunci : Kualitas Pelayanan, Kepuasan Konsumen, Bauran Pemasaran, Sunyi Savory and Brewery.

ABSTRACT

NADHIFAH KHANSA NAUFALMAAS. NIM 2018110002. **The Effect of Service Quality for Disabled Workers on Consumer Satisfaction at The Sunyi Savory and Brewery Cafe in Alam Sutera, Tangerang. Under the guidance of Mrs.Kania Ratnasari.ST,MIB.**

The purpose of this study was to determine the quality of service, customer satisfaction, and the effect of service quality on workers with disabilities on customer satisfaction at the Sunyi Savory and Brewery cafe in Alam Sutera, Tangerang. This research uses quantitative descriptive analysis and simple linear regression. Data were collected using a questionnaire. Respondents in this study were 100 people who were visiting Sunyi Savory and Brewery cafe in Alam Sutera, Tangerang. The results showed that there was an influence of the service quality of disabled workers on consumer satisfaction at the Sunyi Savory and Brewery cafe in Alam Sutera, Tangerang by 9,6% and the remaining 90,4% came from other variables not examined in this study, for example such as; strategic place, quality product, price, promotion, etc.
Keywords: Service Quality, Consumer Satisfaction, Marketing Mix, Sunyi Savory and Brewery in Alam Sutera, Tangerang.

ABSTRACT

IMANUEL HARAPAN KITA. NIM 2019110025. The Effect of Compensation on Employee Performance at Savero Hotel Depok. Under the guidance of Mr. Miswan, SE, M.Si.

The study aims to determine compensation, employee performance and the effect of compensation on employee performance at Savero Hotel Depok. This study used a quantitative descriptive method with a questionnaire method regarding employee compensation and performance given to all employees at Savero Hotel Depok with a total population of 37 respondents related to this study. The results of the research on employee compensation agree means that the employees of Savero Hotel Depok agree with the compensation provided by the Management of Savero Hotel Depok. The results of research on employee performance are quite good, which means that employee performance at Savero Hotel Depok is considered quite good by the managers at Savero Hotel Depok. The data analysis method used is a simple linear regression method, and the T test with compensation results has a significant and positive effect on employee performance at Savero Hotel Depok.

Keywords: Compensation, Employee Performance, Savero Hotel Depok.