

ABSTRAK

Siti Fajriah. Pengaruh Pemahaman Materi *Soft Skill* Terhadap Kemampuan Praktik Layanan *Customer Care* PT Infomedia Nusantara, Telkomsel – Bandung).

Skripsi, Jurusan Kurikulum dan Teknologi Pendidikan, Fakultas Ilmu Pendidikan, Universitas Pendidikan Indonesia, tahun 2014.

Penelitian ini berusaha mendeskripsikan permasalahan penelitian yang telah dirumuskan, yaitu: Bagaimana pengaruh pelatihan *soft skill* terhadap kualitas layanan karyawan *costumer care* PT Infomedia Nusantara, Telkomsel - Bandung?.

Secara lebih khusus, rumusan masalah dalam skripsi ini meneliti tentang Bagaimana pengaruh pelatihan *soft skill* terhadap kemampuan berkomunikasi karyawan *costumer care* PT Infomedia Nusantara – Bandung?, Bagaimana pengaruh pelatihan *soft skill* terhadap proses dan sikap (prokap) karyawan *costumer care* PT Infomedia Nusantara – Bandung?, Bagaimana pengaruh pelatihan *soft skill* terhadap semangat kerja dan loyalitas karyawan *costumer care* PT Infomedia Nusantara – Bandung?

Metode yang digunakan adalah deskriptif *ex post facto*. Data penelitian diperoleh dengan menggunakan instrumen penelitian berupa performance test dan observasi. Populasi dan sampel dalam penelitian ini adalah karyawan PT Infomedia Nusantara bagian *costumer care* 19 orang bertempat di Jalan Malabar no.37. Teknik analisis data yang digunakan adalah *mean* dan persentase.

Berdasarkan hasil penelitian yang dilakukan, secara umum bahwa pelatihan *soft skill* berpengaruh signifikan terhadap kualitas layanan karyawan PT Infomedia Nusantara Telkomsel - Bandung.

Kata kunci: pengaruh pelatihan, *soft skill*, pelatihan *soft skill*, kualitas layanan karyawan, *customer care*.

ABSTRACT

Siti Fajriah. The influence of soft skill training on costumer care service employee care PT Infomedia Nusantara, Telkomsel - Bandung.

Thesis, Department of Curriculum and Educational Technology, Faculty of Education, University of Education Indonesia, 2014.

This research tries to describe the research problem which have been formulated, that is: How is the influence of soft skill training to the quality of service employee costumer care PT Infomedia Nusantara, Telkomsel - Bandung ?.

More specifically, the formulation of the problem in this thesis examines how the effect of soft skill training on the communication skills of costumer care employees of PT Infomedia Nusantara - Bandung ?, How is the effect of soft skill training on the process and the attitude of costumer care employee PT Infomedia Nusantara - Bandung? , How is the influence of soft skill training on employee morale and customer loyalty costumer care PT Infomedia Nusantara - Bandung?

The method used is descriptive ex post facto. The research data is obtained by using the research instrument in the form of performance test and observation. Population and sample in this research are employees of PT Infomedia Nusantara costumer care section of 19 people located at Jalan Malabar no.37. Data analysis technique used is mean and percentage.

Based on the results of research conducted, generally that soft skill training significantly affect the quality of service employees of PT Infomedia Nusantara Telkomsel - Bandung.

Keywords: influence of training, soft skill, soft skill training, employee service quality, customer care.