

ABSTRAK
PENGARUH KINERJA KARYAWAN TERHADAP KUALITAS
PELAYANAN DI TEBING VIEW RESORT
(Berdasarkan Survey Wisatawan)

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Penelitian ini bertujuan untuk memperoleh gambaran mengenai pengaruh kinerja karyawan terhadap kualitas pelayanan di Tebing View Resort. Penelitian dilakukan pada sebagian wisatawan Tebing View Resort sebagai responden yang berjumlah 100 orang. Penelitian menggunakan metode deskriptif kuantitatif. Teknik pengumpulan data dengan cara studi dokumentasi dan penyebaran angket. Instrumen yang digunakan adalah angket model skala likert dengan analisis data yang digunakan adalah analisis regresi linear sederhana, uji hipotesis, dan korelasi. Data primer diperoleh dari hasil penelitian secara empirik melalui penyebaran kuesioner kepada sebagian wisatawan Tebing View Resort selaku responden. Sedangkan sumber data sekunder diantaranya diperoleh dari dokumentasi yang dimiliki oleh Tebing View Resort Bandung.

Berdasarkan hasil perhitungan diperoleh persamaan regresi kinerja karyawan atas kualitas pelayanan yaitu $Y = 5,374 + 0,763 X$. Nilai konstanta a memiliki arti bahwa ketika variabel kinerja karyawan (X) bernilai nol atau kualitas pelayanan jasa (Y) tidak dipengaruhi oleh kinerja karyawan, maka rata-rata kualitas pelayanan jasa bernilai 5,374. Sedangkan koefisien regresi b memiliki arti bahwa jika variabel kinerja karyawan (X) meningkat sebesar satu satuan, maka kualitas pelayanan jasa akan meningkat sebesar 0,763. Koefisien regresi tersebut bernilai positif, yang artinya kinerja karyawan memberikan pengaruh positif terhadap kualitas pelayanan jasa (semakin tinggi kinerja karyawan, maka semakin tinggi pula kualitas pelayanan jasa, atau semakin rendah kinerja karyawan, maka semakin rendah kualitas pelayanan jasa). Berdasarkan perhitungan hipotesis, dapat diperoleh nilai t hitung sebesar 15,008. Karena nilai t hitung ($15,008 > t$ tabel (1,984)), maka H_0 ditolak. Artinya, terdapat pengaruh kinerja karyawan terhadap kualitas pelayanan jasa. Perhitungan Korelasi melalui SPSS 13 diperoleh nilai koefisien korelasi (r) sebesar 0,835, yang berarti terdapat hubungan sangat kuat antara variabel kinerja karyawan dengan kualitas pelayanan jasa. Artinya, semakin tinggi kinerja karyawan, maka semakin tinggi kualitas pelayanan jasa, atau semakin rendah kinerja karyawan, maka semakin rendah kualitas pelayanan jasa. Koefisien determinasi dari hasil perhitungan didapat sebesar 69,7%. Hal ini menunjukkan bahwa kinerja karyawan memberikan pengaruh sebesar 69,7% terhadap kualitas pelayanan jasa, sedangkan sisanya sebesar 30,3% kualitas pelayanan jasa dapat dijelaskan oleh variabel lainnya yang tidak diteliti oleh penulis.

Kata kunci : kinerja karyawan, kualitas pelayanan.

ABSTRACT
EMPLOYEE PERFORMANCE EFFECT ON QUALITY OF TEBING VIEW
RESORT
(Based on Survey of Travelers)

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This study aims to gain an overview of the effect of the employee's performance against the quality of service at the Tebing View Resort. The study was conducted on some tourists Tebing View Resort as respondents numbering 100 people. Descriptive quantitative research methods. Engineering data collection by documenting and disseminating the study questionnaire. The instrument used was a questionnaire with Likert scale model of data analysis is a simple linear regression analysis, hypothesis testing, and correlation. Primary data were obtained from the results of empirical research through the distribution of questionnaires to some tourists Tebing View Resort as respondents. While secondary data sources such as obtained from documentation held by Tebing View Resort Bandung.

Based on calculations derived regression equation employee's performance over the quality of service that is $Y = 5.374 + 0.763 X$. A constant value means that when employee performance variable (X) is zero or the quality of service (Y) is not affected by the performance of employees, the average quality of service is worth 5.374. While the regression coefficient b has the sense that if the employee performance variable (X) increases by one unit, then the quality of service will increase by 0.763. Regression coefficient is positive, which means that the performance of the employees have a positive influence on quality of service (the higher the employee's performance, the higher the quality of service, or the lower the employee's performance, the lower the quality of service). Based on a hypothesis, can be obtained t value of 15.008. Since the t value (15.008) > t table (1.984), then H_0 is rejected. That is, there is the influence of the employee's performance against the quality of service. Calculation of correlation through SPSS 13 obtained a correlation coefficient (r) of 0.835, which means there is a very strong correlation between the performance of employees with variable quality of service. That is, the higher the employee's performance, the higher the quality of service, or the lower the employee's performance, the lower the quality of service. The coefficient of determination of the calculation results obtained by 69.7%. This shows that the performance of the employees by 69.7% influence on the quality of services, while the remaining 30.3% the quality of services can be explained by other variables not examined by the authors.

Keywords: employee performance, quality of service.