

Pengaruh Internal Service Quality terhadap kepuasan karyawan studi kasus di Universitas Sanata Dharma Yogyakarta

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Abstrak

Kepuasan konsumen merupakan tujuan dari semua organisasi. Salah satu cara untuk mencapai kepuasan konsumen adalah dengan memandang karyawan sebagai konsumen, berusaha memenuhi kebutuhan-kebutuhan karyawan dalam bekerja dan mengupayakan tercapainya kepuasan karyawan. Hallowell et al. (1996) mencoba menjelaskan kebutuhan-kebutuhan karyawan tersebut dalam delapan komponen Internal Service Quality. Penelitian ini bertujuan melihat sejauh mana komponen Internal Service Quality di Universitas Sanata Dharma mempunyai pengaruh terhadap tingkat kepuasan kerja karyawannya.

Penelitian deskriptif ini dilakukan dengan menggunakan metode survey. Responden yang menjadi sampel penelitian adalah segenap karyawan administratif dan edukatif dari berbagai unit kerja di Universitas Sanata Dharma. Data didapatkan dengan menyebarkan kuesioner kepada para responden dan selanjutnya dianalisis dengan menggunakan Analisis Regresi Berganda sesuai masing-masing tujuan khusus penelitian.

Penelitian ini menyimpulkan bahwa komponen yang mempunyai pengaruh signifikan terhadap kepuasan karyawan administratif di Universitas Sanata Dharma adalah komponen Teamwork, Management Support, Policies and Procedures, Communication serta interaksi antara Teamwork dan Management Support, Teamwork dan Policies and Procedures. dan interaksi antara Teamwork dan Training. Sedangkan untuk karyawan edukatif, komponen yang mempunyai pengaruh terhadap kepuasan kerja adalah Management Support, Policies and Procedures, Communication serta interaksi antara Management Support dan Communication serta antara Management Support dan Tools.

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Customer satisfaction is the ultimate goal of every organization. One way to reach this goal is by treating the employees as customers, trying to fulfill their needs and reaching their satisfaction at work. Hallowell et al. (1996) explained the employee needs at work in terms of internal service quality. The proposed eight components of internal service quality to be examined. The research aimed at examining how far these components of internal service quality influenced the job satisfaction at Sanata Dhanna University.

This is a descriptive research employing survey method. The respondents chosen as the sample of the research were the administrative and educative personnel. The data was collected by distributing questionnaires and then was analyzed using Multiple Regression Analysis.

The research concluded that among eight components of internal service quality, there were three components found to have a significant effect on job satisfaction of administrative staff. The components were Teamwork, Management Support, Policies and Procedures, Communication and interaction factors between Teamwork and Management Support, Teamwork and Policies and Procedures, and between

Teamwork and Training. On the other hand, the job satisfaction of educational staffs is influenced by Management Support, Policies and Procedures, Communication and interaction factors between Management Support and Communication, and between Management Support and Tools.