

Pengaruh Motivasi Kerja dan Service Quality Bongkar Muat Batubara terhadap Kinerja Pegawai dan Customer Satisfaction Pada PT. PBM Adhiguna Putera = The Influence of Work Motivation and Coal Loading and Unloading Service Quality on Employee Performance and Customer Satisfaction at PT. PBM Adhiguna Putera

Zahara Ainaya Asmaralda, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920564973&lokasi=lokal>

Abstrak

Penelitian ini mengeksplorasi interaksi antara motivasi kerja, kualitas layanan, kinerja pegawai dan kepuasan pelanggan bongkar muat batubara pada PT. PBM Adhiguna Putera. Ini menguji apakah motivasi kerja berdampak langsung pada kualitas layanan, kinerja pegawai, dan kepuasan pelanggan, dan menguji peran mediasi kinerja pegawai dan kepuasan pelanggan. Penelitian ini menggunakan metode kuantitatif dengan teknik mixed method yaitu menyebarkan kuesioner kepada pelanggan yang menggunakan jasa PT. PBM Adhiguna Putera dan wawancara dengan pihak PT. PBM Adhiguna Putera yang berhasil dikumpulkan dan diolah menggunakan SmartPLS. Hasilnya menunjukkan bahwa motivasi kerja meningkatkan kualitas layanan dan kinerja pegawai tetapi tidak secara langsung mempengaruhi kepuasan pelanggan. Kualitas layanan secara signifikan meningkatkan kinerja pegawai dan kepuasan pelanggan. Temuan menunjukkan bahwa kualitas layanan dan kinerja pegawai memediasi pengaruh motivasi kerja terhadap kepuasan pelanggan. Studi ini menyarankan untuk memprioritaskan peningkatan kualitas layanan dan kinerja pegawai serta merekomendasikan penelitian lebih lanjut mengenai motivasi kerja dan faktor mediasi yang mempengaruhi kepuasan pelanggan.

.....This study explores the interaction between work motivation, service quality, employee performance and customer satisfaction of coal loading and unloading at PT. PBM Adhiguna Putera. It examines whether work motivation has a direct impact on service quality, employee performance, and customer satisfaction, and examines the mediating role of employee performance and customer satisfaction. This study uses a quantitative method with a mixed method technique, namely distributing questionnaires to customers who use the services of PT. PBM Adhiguna Putera and interviews with PT. PBM Adhiguna Putera which were successfully collected and processed using SmartPLS. The results show that work motivation improves service quality and employee performance but does not directly affect customer satisfaction. Service quality significantly improves employee performance and customer satisfaction. The findings show that service quality and employee performance mediate the effect of work motivation on customer satisfaction. This study suggests prioritizing improving service quality and employee performance and recommends further research on work motivation and mediating factors that affect customer satisfaction.