

Analisis pengaruh service climate melalui peran mediasi employee commitment terhadap customer satisfaction; studi kasus kantor pelayanan operator selular = Analysis of influence of service climate through employee commitment as mediator towards customer satisfaction case study services office of mobile cellular provider

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Abstrak

Penelitian ini dilatarbelakangi dari angka kepuasan pelanggan yang tinggi pada suatu kantor pelayanan, dengan pegawainya yang berstatus pegawai alihdaya. Penelitian ini menguji pengaruh antara service climate, employee commitment terhadap customer satisfaction pada kantor pelayanan operator selular, dengan survei dari 108 responden. Analisis yang digunakan adalah analisis regresi sederhana. Analisis mediasi dilakukan dengan mempertimbangkan keputusan hipotesis yang berhubungan dengan mediatornya. Service climate secara positif berpengaruh terhadap customer satisfaction, service climate berpengaruh terhadap employee commitment dan employee commitment juga mempengaruhi customer satisfaction serta employee commitment bertindak sebagai mediator.

.....This study or research is a causal study from customer satisfaction level that shows in high level in a services office, and its worker is just an outsourcing. This research examines about the influence of service climate, employee commitment and customer satisfaction at services office of mobile cellular provider by doing survey from 108 people as a worker of its services office. This analysis uses simple regression method. Mediation analysis itself is considered by the result of hypothesis of the mediator, which is employee commitment. Based on the result, service climate influences positively to customer satisfaction. It works also to employee commitment, and employee commitment influences to customer satisfaction. This research shows that employee commitment takes a role as a mediator also.