

Hubungan antara orientasi melayani dan kepuasan kerja: peran pelatihan heart as a servant pada karyawan di unit usaha restoran PT XYZ = Relationship between service orientation and job satisfaction: the role of heart as a servant training on employees in the restaurant business unit of PT XYZ / Ferdinan Leonardo

Ferdinan Leonardo, author

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Abstrak

ABSTRAK

Kondisi di unit usaha restoran, PT XYZ membuat karyawan mengalami ketidakpuasan dalam bekerja. Di sisi lain, kepuasan kerja merupakan aspek yang berperan penting dalam menunjang performa karyawan yang bekerja di bidang pariwisata. Dengan meningkatkan orientasi melayani karyawan, perusahaan dapat pula meningkatkan kepuasan kerja. Dua studi dilakukan untuk mengetahui hubungan antara orientasi melayani dan kepuasan kerja (studi 1); dan efektivitas serta dampak intervensi terhadap orientasi melayani pada kepuasan kerja (studi 2). Pada studi 1, pengumpulan data dilakukan menggunakan Work and Life attitude Survey Scale 5: Job Satisfaction, dan The Service Orientation Scale (N = 153). Hasil uji korelasi menunjukkan terdapat hubungan yang signifikan antara orientasi melayani dan kepuasan kerja. Lebih lanjut, hasil analisis menggunakan Wilcoxon Signed-Rank Test pada Studi 2 menemukan bahwa terdapat peningkatan pengetahuan karyawan terkait dengan orientasi melayani. Di sisi lain, tidak ada peningkatan nilai yang signifikan, baik pada variabel orientasi melayani, maupun kepuasan kerja saat sebelum dan sesudah intervensi pelatihan Heart of a Servant. Penelitian ini berkontribusi menambah kajian literatur mengenai orientasi melayani dan kepuasan kerja pada sektor industri pariwisata, serta meningkatkan kesadaran manajemen PT XYZ akan pentingnya orientasi melayani sebagai aspek yang meningkatkan kepuasan kerja karyawan.

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ABSTRACT

Conditions in the restaurant business unit, PT XYZ, make employees experience dissatisfaction at work. On the other hand, job satisfaction play an important role in supporting hospitality and tourism employees performance. By increasing employee service orientation, companies can also increase job satisfaction. Two studies were conducted to determine the relationship between service orientation and job satisfaction (study 1); and the effectiveness and impact of interventions on serving orientation towards job satisfaction (study 2). In Study 1, data were collected using the Work and Life Attitude Survey Scale 5: Job Satisfaction and The Service Orientation Scale (N = 153). Correlation results showed there was a significant relationship between service orientation and job satisfaction. Furthermore, the results of the analysis using the Wilcoxon Signed-Rank Test in Study 2 found that there was an increase in employee knowledge related to service orientation. On the other hand, there was no significant score increase in both service orientation and job satisfaction variables before and after the Heart of a Servant training intervention. This study contributed to increase literacy regarding service orientation and job satisfaction in the tourism industry sector, as well as increasing PT XYZs management awareness of the importance of serving orientation as an aspect that could increase job satisfaction.

