

ABSTRAK

Rizadinata, 111314153036, Pengaruh *service climate* terhadap *employee perception of Customer Satisfaction* melalui *Employee Commitment* sebagai variabel mediator pada karyawan *customer service relation* (CSR) Plaza Telkom Surabaya, Tesis, Fakultas Psikologi Universitas Airlangga Surabaya, Indonesia 2017.
xvii + 82 halaman, 35 lampiran

Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh antara service climate terhadap employee perception of customer satisfaction melalui employee commitment sebagai variabel mediator Pada Karyawan Customer Service Relation (CSR) Plaza Telkom Surabaya. Definisi service climate dalam penelitian ini menggunakan teori dari Schneider, White, and Paul (1998), Employee commitment menggunakan teori dari Mowday, Porter, dan Steers (1982), dan employee perception of customer satisfaction menggunakan teori dari Davidson, dkk. (2001).

Metode penelitian ini adalah metode penelitian kuantitatif. Penelitian ini dilakukan pada 67 karyawan Customer Service Relation (CSR) yang bekerja di Plaza Telkom Surabaya. Alat pengumpulan data yang digunakan dalam penelitian ini adalah service climate survey aitem milik Schneider, White, and Paul (1998), commitment scale Mowday, Porter, dan Steers (1982), dan the measurement of employee perception of customer satisfaction milik Davidson, dkk. (2001). Reliabilitas service climate survey aitem sebesar 0,72, commitment scale sebesar 0,87, dan the measurement of employee perception of customer satisfaction sebesar 0,82. Analisis data pada penelitian ini dilakukan dengan teknik analisis jalur dengan menggunakan bantuan program SPSS 17.0 for Windows.

Berdasarkan hasil analisis data, diperoleh pengaruh antara service climate terhadap employee perception of customer satisfaction melalui Employee Commitment dengan nilai signifikansi sebesar 0.000 nilai R sebesar 0,545 dan R square sebesar 0,497. Persamaan regresi yang didapatkan adalah $Y = 0,282X + 0,438Z$ ini berarti service climate terhadap employee perception of customer satisfaction melalui Employee Commitment

Kata Kunci: *Service Climate, Employee Commitment, Employee Perception of Customer Satisfaction, Organisasi Pelayanan.*

Daftar Pustaka 86, (1979. 2017)

ABSTRACT

Rizadinata, 111314153036, *The effect of service climate To employee perception of customer satisfaction with employee commitment as a mediator variabel on customer service relation (CSR) employee in Plaza Telkom Surabaya*, Tesis, Fakultas Psikologi Universitas Airlangga Surabaya, Indonesiaa 2017.
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The aimed of this study was to find out the The Effect of service climate To Employee Perception of Customer Satisfaction With Employee Commitment As A Mediator Variabel On Customer Service Relation (CSR) Employee in Plaza Telkom Surabaya. Service climate theory by Schneider, White, and Paul (1998), employee commitment by Mowday, Porter, dan Steers (1982), and employee perception of customer satisfaction theory by Davidson, dkk. (2001) were used as the reference for this study.

The method of this study is quantitative research method. This study was conducted on 67 Customer Service Relation (CSR) Employee in Plaza Telkom Surabaya. Service climate survey aitem by Schneider, White, and Paul (1998), Commitment scale by Mowday, Porter, dan Steers (1982), and employee perception of customer satisfaction by Davidson, dkk. (2001). The reliability score of service climate was 0,72, The reliability score of employee commitment was 087, and The reliability score of employee perception of customer satisfaction was 0,82. Data analysis was performed with multiple regression analysis technique using SPSS 17.0 for windows.

The result showed there is effect of service climate to employee perception of customer satisfaction with employee commitment as a mediator variabel with significance value 0.000, R value 0,545 and R square 0,497. The formula of this regression analysis is $Y = 0,282X + 0,438Z$ it means effect of service climate to employee perception of customer satisfaction with employee commitment as a mediator variabel

Keyword: *Service Climate, Employee Commitment, Employee Perception of Customer Satisfaction, Service Organisation.*

References 86, (1979. 2017)