

The Influence of Employee Hospitality and Interpersonal Communication on the Improvement of Service Quality at Dapur Solo in Neo Soho Mall, West Jakarta.

Teuku Haarits Shiddiq¹, Nuriyati Samatan²

1 Faculty of Literature and Culture, Gunadarma University, Jakarta

2 Faculty of Communication Science, Gunadarma University, Jakarta

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Abstract: The development of tourism support facilities, such as service providers in the food and beverage industry, plays a crucial role in meeting the needs of tourists. Dapur Solo is one of the food and beverage service providers. The purpose of this research is to determine the Influence of Employee Hospitality and Interpersonal Communication on the Improvement of Service Quality at Dapur Solo in Neo Soho Mall, West Jakarta. This study employs a quantitative method. The objective is to gain an understanding of the impact employee hospitality and interpersonal communication on the enhancement of service quality at Dapur Solo in Neo Soho Mall, West Jakarta. The population and sample of this research are the customers of Dapur Solo. The data obtained in this study are analyzed using the statistical software SPSS (Statistical Product and Service Solution). The Employee hospitality variable has a significant partial (individual) effect on the Service Quality provided to customers at Dapur Solo Restaurant. This indicates that the service quality provided by Dapur Solo Restaurant is good and satisfying to customers. The Interpersonal Communication variable also has a significant partial (individual) effect on the Service Quality provided to customers at Dapur Solo Restaurant. This indicates that the interpersonal communication of the staff at Dapur Solo Restaurant is well-received by customers during interactions.

Keywords: Employee Hospitality, Interpersonal Communication, Service Quality, Consumers.

1. Introduction

Defining soft skills as the qualities required by workers that are not directly related to technical knowledge, such as the ability to interact with others and adaptability. Soft skills are characteristic abilities possessed by individuals in responding to their environment. They can include intrapersonal skills, such as self-management, and interpersonal skills, such as how individuals interact with others. Soft skills are highly sought after in the workplace. Zehr (1998) stated that the transition of the industrial economy to an information society and office economy has implications for current jobs, which emphasize integrity, communication, and flexibility. The increasingly competitive industrial world requires employees who not only have hard skills but also good soft skills.

Soft skills are invisible in nature, so others cannot immediately see the soft skills aspect a person possesses (Emiliasari et al., 2017). Examples of soft skills include a person's ability to adapt or someone's leadership skills, among others. Soft skills can also manifest as interpersonal skills, such as communication and collaboration abilities within a group. Hard skills and soft skills are both competencies.

Socialization, as a communication program, plays a crucial role in determining operational success. Through socialization, informative, persuasive, and instructive communication messages can be disseminated systematically to the target audience to achieve optimal results. Socialization activities are always inherent in persuasive communication efforts that aim to persuade without resorting to coercion in information acceptance. Socialization activities can be applied to various aspects. Communication strategy is an important consideration for organizations or service-oriented companies, including banking services. Communication strategy involves planning and management to achieve goals.

The success of effective communication is greatly determined by communication strategies. According to Effendi, "Communication strategies are considered as guidelines for communication planning and management to achieve a goal. To reach the desired outcome, communication strategies can direct the operational approach and tactics to be used, which may vary depending on the situation" (Effendi, 1981: 84). Meanwhile, customer trust is a key factor in running a food and beverage business.

Service quality is an important factor and the root cause that can provide satisfaction to customers, which is related to word-of-mouth behaviors such as complaints, recommendations, and exchanges (Yaves et al., 2004 cited in Sumarto, 2007). Oliver (2007:31) explains that customer satisfaction is part of marketing and plays a vital role in the market. Customer-oriented marketing strategies require companies to understand customer behavior and fulfill their needs to achieve customer satisfaction. Service quality is an effort to create comfort for customers, ensuring that they feel they receive more value than expected. Customer expectations are crucial, and service quality that aligns closely with customer satisfaction will raise expectations, and vice versa (Ayse, 2007:53).

Tourism is one of the main sources of revenue in Indonesia, especially in Jakarta. The tourism sector has been rapidly developing, including the establishment of supporting facilities such as food and beverage services or restaurants to cater to the physical needs of tourists. One of these establishments is Dapur Solo, which operates in the food and beverage industry in Jakarta. Dapur Solo is specifically located in Neo Soho Mall, West Jakarta. Based on the aforementioned background, the aim of this research is to determine "The Influence of Employee Hospitality and Interpersonal Communication on the Improvement of Service Quality at Dapur Solo in Neo Soho Mall, West Jakarta."

2. Literature Review

2.1. Definition and Elements of Communication

Communication is the primary tool for improving relationships. Here, the definition of communication will be presented, including the following: as stated by Deddy Mulyana in Rohim (2009:9), "Communication is a process in which an idea is transmitted from a source to one or more receivers, with the intention of changing their behavior."

From the above definition, it can be concluded that communication is a reciprocal relationship between two or more people, using meaningful symbols or words as symbols that can be used to convey ideas, opinions/information, resulting in mutual understanding between them.

Wursanto suggests that the elements of communication include five elements:

- a. Sender or communicator.
- b. Form of news or message.
- c. Receiver of news.
- d. News delivery procedure.
- e. Reaction or response.

2.2. Interpersonal Communication Concept

According to Devito in Aw Suranto (2011:4), interpersonal communication is the transmission of messages by one person and the reception of messages by another person or a small group of people, with various impacts and opportunities to provide immediate feedback. Interpersonal skills greatly influence how we perceive ourselves and others. When we have high interpersonal skills, we will have high self-confidence, be respected by others, and ultimately build harmonious relationships with others.

Interpersonal communication can be considered effective when the message is received and understood as intended by the sender, the message is followed by voluntary action by the message receiver, it enhances the quality of interpersonal relationships, and there are no barriers to it. It can be said that interpersonal communication is considered effective when it fulfills three main requirements:

- a. Shared Understanding of Message Meaning

- b. Willingly Acting on the Message
- c. Enhancing the Quality of Interpersonal Relationships

Interpersonal communication is deemed effective when others understand the message correctly and provide the desired response. Effective interpersonal communication serves several purposes:

- a) Establishing and maintaining good relationships between individuals
- b) Conveying knowledge/information
- c) Changing attitudes and behaviors
- d) Resolving interpersonal issues
- e) Improving self-image
- f) Path to success.

2.1.3 Soft Skills

Soft skills are a sociological term used to indicate a person's level of emotional intelligence (EQ). They encompass personality traits accepted by society, communication skills, language, individual habits, friendliness, and optimism, which characterize relationships with others. Soft skills complement hard skills (a person's IQ) and are essential for employment. Soft skills are life skills and capabilities that apply to oneself, group interactions, and society as well as with the Creator. In general, soft skills are a combination of intrapersonal and interpersonal abilities (Purnami, 2013:99).

Broadly speaking, soft skills are categorized into two categories: a person's ability to self-manage (intrapersonal skills) and a person's ability to interact with others (interpersonal skills). Interpersonal skills include communication skills, motivation skills, leadership skills, self-marketing skills, presentation skills, political awareness, leveraging diversity, service orientation, empathy, conflict management, and teamwork. Intrapersonal skills consist of character transformation, belief transformation, change management, stress management, time management, creative thinking processes, goal setting and life goals, self-confidence, character assessment, self-awareness, emotional intelligence, suitability, and proactivity.

2.1.4. Service Quality

Quality is a dynamic condition related to products, services, humans, processes, and environments that meet or exceed expectations. According to Fandi Tjiptono, service quality can be defined as the effort to fulfill consumer needs and desires, as well as the accuracy of delivering services to meet consumer expectations. Service quality can be determined by comparing consumers' perceptions of the services they actually receive with the services they expect from a company.

For further understanding, according to Rambat Lupiyadi, service quality is the extent of the difference between customers' actual experiences and their expectations of the services they receive. Service quality should begin with customer needs and end with customer satisfaction, which can influence customer loyalty. This emotional bond allows companies to carefully understand specific customer expectations and needs. As a result, restaurants can enhance customer satisfaction by maximizing enjoyable customer experiences and minimizing or eliminating less pleasant experiences.

A. Internal Service Quality

Internal service quality pertains to the interaction between employees within an organization and various available facilities. Factors influencing internal quality include:

- General management practices within the organization/company
- Provision of supporting facilities
- Development of human resources
- Work climate and harmonious work relationships
- Intensive patterns

If these factors are developed, the loyalty and integrity of each employee will enable them to deliver the best possible service among themselves. Moreover, if all activities can be integrated in a way that facilitates and supports one another, the overall work performance will contribute to the smooth operation of the business.

B. External Service Quality

Regarding service quality provided to external customers, we can argue that it is determined by several factors, including:

Those related to service provision:

- a) Service delivery patterns and procedures
- b) Service distribution patterns
- c) Service sales patterns
- d) Service delivery patterns

Those related to product provision:

- a) Service patterns for producing high-quality goods or providing high-quality products
- b) Product distribution patterns
- c) Product sales patterns
- d) After-sales service patterns

The above four types of services can be referred to as service performance.

2.1.5. Social Exchange Theory

The social exchange theory, developed by Thibaut and Kelley, represents how humans evaluate their relationships with others. In a social relationship, there are elements of rewards, benefits, and sacrifices that mutually influence each other. A natural social relationship is formed through social exchanges within that relationship. According to the social exchange theory, after establishing a social relationship with others, individuals start to weigh the balance of the benefits (rewards) they receive compared to the costs they incur in that relationship. If individuals perceive that they are gaining benefits from their social relationship, they are more likely to continue the relationship.

The social exchange theory encompasses several key concepts that explain the basis of human social exchanges in their relationships, including:

a. Rewards

Rewards are positive and relative values within a relationship.

b. Costs

Costs are negative and relative values within a relationship.

c. Comparison Levels

Comparison levels are standards that individuals use to evaluate the outcomes of a communication situation, such as relationship satisfaction and stability. Comparison levels consist of two types: comparison level (CL) and comparison level for alternatives (CLalt).

1) Comparison Level (CL)

The comparison level represents a standard that reflects how individuals perceive and realize the rewards and costs they should receive in their efforts to gain benefits in a relationship.

2) Comparison Level for Alternatives (CLalt)

The comparison level for alternatives refers to the measurement of relationship stability compared to relationship satisfaction. CLalt essentially represents the lowest level of rewards in a social relationship, where individuals are willing to accept alternative rewards, rewards outside the existing social relationship,

or decide to be alone.

d. Outcomes

Outcomes, in the context of the social exchange theory, refer to how individuals tend to maximize the rewards they receive and minimize the costs they incur in their social relationships. The fewer costs they sacrifice and the greater rewards they obtain, the more individuals strive to maintain their social relationships.

e. Worth

Worth refers to the value that influences the outcomes of a relationship, such as whether someone decides to continue their existing social relationship or switch to an alternative relationship. According to the social exchange theory, individuals calculate the overall value of a relationship by subtracting the rewards received from the costs incurred.

The outcomes of social exchanges and the comparison levels clearly affect the state of a social relationship, determining whether it is satisfying and stable or not. Roloff (1981), as described in Richard West's book, illustrates how outcomes, comparison levels (CL), and comparison levels for alternatives (CLalt) influence the state of a relationship.

Table 2.5: How Outcomes, CL, and CLalt Influence the State of a Relationship

Nilai Relatif dari Outcome, CL, CLALT	The state of a relationship
Outcome > CL > CLalt	Satisfying and stable
Outcome > CLalt > CL	Satisfying and stable
CLalt > CL > Outcome	Unsatisfying and stable
CLalt > Outcome > CL	Satisfying but unstable
CL > CLalt > Outcome	Unsatisfying and unstable
CL > Outcome > Clalt	Unsatisfying and unstable

(Source: Richard West. Introducing Communication Theory. Analysis and Application Ch 11. P 192)

In this theory, human social exchanges are depicted through several illustrative matrices that represent the conditions within a social exchange. The following are the illustrations of the matrices:

a. Given Matrix: This matrix represents the available choices and outcomes derived from both external (environmental) and internal (skill-based) factors. Due to the influence of these factors, there are limitations on the exchanges that can be made, which are constrained by the factors present (both environmental and individual abilities).

b. Effective Matrix: This matrix represents the expansion of alternative behaviors, which are outcomes that determine behavioral choices in social exchanges. When individuals encounter limitations that restrict them, those who do not wish to be trapped within those limitations will seek new skills to overcome the existing constraints.

c. Dispositional Matrix: This matrix represents situations where two parties engaging in a social exchange believe that they should exchange rewards.

The social exchanges that can occur within the aforementioned matrices include:

a. Direct Exchanges: These are exchanges that occur between two parties involved in the exchange, with reciprocal sacrifices and rewards.

b. Generalized Exchanges: These are indirect reciprocal exchanges that involve a social network and are not limited to just two individuals.

c. Productive Exchanges: In these exchanges, benefits can only be obtained if both parties in the relationship contribute to obtaining stimulus benefits by sacrificing together.

3. Research Design

This research utilizes a quantitative method, which is a process of discovering knowledge by using numerical data as a tool to analyze information regarding the subject of interest (Kasiram, 2008). The object of this study is to gain an understanding of the influence of employee hospitality and interpersonal communication on the improvement of service quality at Dapur Solo restaurant in Neo Soho Mall, West Jakarta. The population of this study consists of customers of Dapur Solo restaurant at Neo Soho Mall in 2023. The sample size is 30 customers from Dapur Solo restaurant at Neo Soho Mall in West Jakarta.

The research is conducted at Dapur Solo Resto in Neo Soho Mall, located at Jalan Letjen S. Parman St No.Kav. 28, RT.3/RW.5, South Tanjung Duren, Grogol Petamburan, West Jakarta City, Jakarta 11470. The primary data collection was carried out by distributing questionnaires to the guests of Dapur Solo Resto starting from June 6, 2023.

Primary data refers to the data obtained directly from the research subject. In this case, it was obtained directly from the main source, which is the guests of Dapur Solo Resto in the year 2023. The data collected in this study were analyzed using the SPSS (Statistical Product and Service Solution) software. The following are some of the analysis tools used to address the research questions in this study:

A. Likert Scale

The Likert Scale is a commonly used scale in questionnaires, often employed in survey research. According to Sugiyono (2007), the Likert Scale is used to measure the attitudes, opinions, or perceptions of individuals or groups regarding social phenomena.

B. Linear Regression Analysis

According to Priyatno (2012), linear regression analysis examines the linear relationship between two or more independent variables and one dependent variable. It is used to predict or estimate a value of the dependent variable based on the independent variables.

C. Hypothesis Testing

1) Validity Testing

Validity testing refers to the extent to which a measurement tool accurately and precisely performs its intended function. The validity of an item statement can be determined by examining the significance level of the correlation coefficient between the item's score and the total score of the questions. If the significance level of the correlation coefficient is ≥ 0.30 , then the item statement is considered valid (Sugiyono, 2008:78).

2) Simultaneous Significance Test (F-Test)

According to Baroroh (2013), this test is conducted to determine the simultaneous influence of the independent variables on the dependent variable (Y). The simultaneous significance test aims to determine whether the independent variables, namely Employee Hospitality (X1) and Interpersonal Communication (X2), collectively influence the dependent variable, Service Quality (Y).

3) Partial Significance Test (t-Test)

According to Baroroh (2013), this test is conducted to determine the individual impact of each independent variable on the dependent variable (Y).

4) Coefficient of Determination (R²)

The coefficient of determination (R²) indicates the contribution of the independent variables to the dependent variable (Y). A higher value of the coefficient of determination indicates a better ability of the independent variables to explain the dependent variable. The coefficient of determination ranges between 0 and 1. If the determination value approaches 1, it can be said that the independent variables, such as Employee Soft Skills (X₁) and Interpersonal Communication (X₂), have a greater influence on the dependent variable, Service Quality (Y). Conversely, if the determination value approaches 0, it indicates a smaller influence of the variables, Employee Hospitality (X₁) and Interpersonal Communication (X₂), on the dependent variable, Service Quality (Y).

D. Operationalization of Variables

Operationalization refers to the definition of variables based on their observable characteristics (Azwar, 2007). The research variables encompass anything the researcher decides to study and examine to gather knowledge about them, with conclusions subsequently drawn (Sugiyono, 2008).

4. Result

4.1 Overview

4.1.1 Dapur Solo Restaurant

Dapur Solo was founded in 1988 by Swandani Kumarga. This culinary business started as a small enterprise. Dapur Solo Restaurant is one of the restaurants that revives and preserves the traditional Javanese cuisine in a more modern way. Dapur Solo has been present for almost three decades and continues to implement the distinct Javanese theme in each of its outlets, including the music, design, and Javanese-style furnishings. In addition to serving rice dishes in the restaurant, Dapur Solo is also known for its boxed rice meals, with more than 10 ordering locations in Jakarta, Bogor, Depok, Tangerang, Bekasi, and surrounding areas.

4.2 Overview of Research Respondents

The respondents in this study consisted of 130 individuals who are customers of Dapur Solo Restaurant in Neo Soho, West Jakarta. The characteristics of the meticulous respondents include:

Description of Respondents' Age

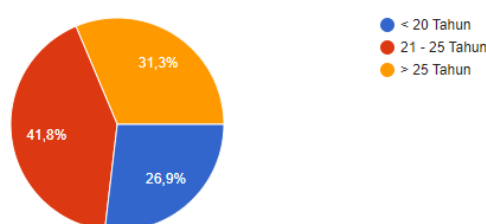


Figure 4.1: Graph of Respondents Based on Age

Description of Respondents' Gender

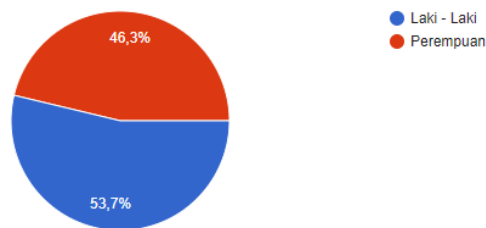


Figure 4.2: Graph of Respondents Based on Gender

Description of Respondents' Highest Education Level

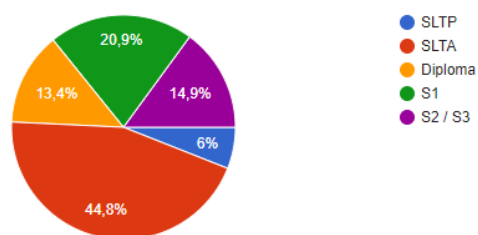


Figure 4.3: Graph of Respondents Based on Highest Education Level

Description of Respondents' Occupation

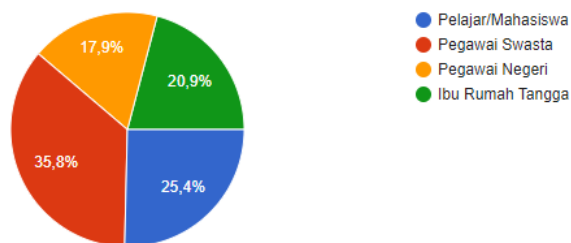


Figure 4.4: Graph of Respondents Based on Occupation

Description of Respondents' Visit Frequency

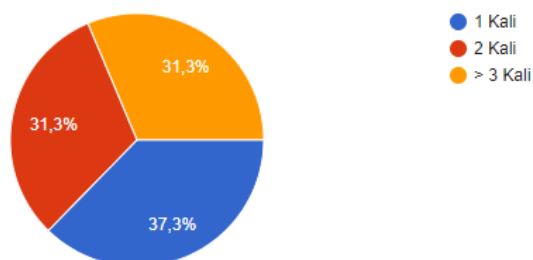


Figure 4.5: Graph of Respondents Based on Visit Frequency

4.3. Validity Test

The formula used for the validity test is the product-moment formula:

$$r = \frac{n \cdot \sum xy \cdot \sum x \sum y}{\sqrt{n \sum x^2 - (\sum x)^2} \cdot \sqrt{n \sum y^2 - (\sum y)^2}}$$

Description:

- r = Coefficient of validity for the item being examined
- x = Value obtained from the subject for each item
- y = Total value obtained from the subject for all items
- $\sum x$ = Sum of values in the x distribution
- $\sum y$ = Sum of values in the y distribution
- n = Number of respondents

The validity results of each question in the questionnaire can serve as a basis for decision-making.

1. If the computed r is positive and $r_{hitung} \geq r_{tabel}$, then the item or variable is considered valid. However, if r_{hitung} is positive and $r_{hitung} < r_{tabel}$, then the item or variable is considered invalid.
2. If $r_{hitung} > r_{tabel}$, but with a negative sign, then the item or variable is considered invalid.

The author used SPSS 23 program to determine the correlation (r). The value of $r_{(table)}$ is obtained from the r table using the formula $df = n - 2$. Here are the validity test results using the SPSS program by comparing item-total correlation with r_{table} . To assess the r_{table} with $n = 175$, a significance level of 5% ($\alpha = 5\%$) and $df = n - 2$ was used, resulting in an r_{table} value of 0.148.

1. Validity test of the variable (X1) Employee Hospitality, which is described in 15 questions, was conducted. The validity of the instrument was tested using SPSS calculations, and the results can be seen in Table 4.1 below:

Validity test of the variable (X1) Employee Hospitality.

Item	R_{hitung} <i>Correted Item Total Correlations</i>	R_{tabel} Alpha = 0,05%	Descriptions
Q1	0,657	0,361	Valid
Q2	0,563	0,361	Valid
Q3	0,436	0,361	Valid
Q4	0,486	0,361	Valid
Q5	0,563	0,361	Valid
Q6	0,587	0,361	Valid
Q7	0,531	0,361	Valid
Q8	0,604	0,361	Valid
Q9	0,570	0,361	Valid
Q10	0,657	0,361	Valid
Q11	0,657	0,361	Valid
Q12	0,455	0,361	Valid
Q13	0,657	0,361	Valid
Q14	0,411	0,361	Valid

Q15	0,463	0,361	Valid
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Source: SPSS 23 Output, 2023

Based on the validity test results of variable X1 (Employee Hospitality) using SPSS 23 with n = 30 respondents and $r_{table} = 0.361$, the validity results indicate that out of the 15 statements, all are considered valid. This is because all 15 valid statements have a calculated value of r greater than 0.361.

2. Validity test of variable X2 (Interpersonal Communication) is described in 12 questions. Interpersonal Communication, using SPSS calculations based on the results obtained, the validity of the instrument can be seen in Table 4.2 below:

Validity test of variable X2 (Interpersonal Communication).

Item	R_{hitung} <i>Correted Item Total Corelations</i>	R_{tabel} Alpha = 0,05%	Descriptions
Q1	0,484	0,361	Valid
Q2	0,484	0,361	Valid
Q3	0,536	0,361	Valid
Q4	0,540	0,361	Valid
Q5	0,568	0,361	Valid
Q6	0,484	0,361	Valid
Q7	0,518	0,361	Valid
Q8	0,509	0,361	Valid
Q9	0,531	0,361	Valid
Q10	0,558	0,361	Valid
Q11	0,364	0,361	Valid
Q12	0,558	0,361	Valid

Source: SPSS 23 Output, 2023

Based on the validity test results of variable X2 (Interpersonal Communication) using SPSS 23 with n = 30 respondents and $r_{table} = 0.361$, the validity results indicate that out of the 12 statements, all are considered valid. This is because all 12 valid statements have a calculated value of r greater than 0.361.

3. Validity test of variable Y (Service Quality) is described in 15 questions. Using SPSS calculations based on the results obtained, the validity of the instrument can be seen in the table below:

Validity test of variable Y (Service Quality).

Item	R_{hitung} <i>Correted Item Total Corelations</i>	R_{tabel} Alpha = 0,05%	Descriptions
Q1	0,841	0,361	Valid
Q2	0,505	0,361	Valid
Q3	0,684	0,361	Valid

Q4	0,544	0,361	Valid
Q5	0,570	0,361	Valid
Q6	0,636	0,361	Valid
Q7	0,596	0,361	Valid
Q8	0,659	0,361	Valid
Q9	0,763	0,361	Valid
Q10	0,759	0,361	Valid
Q11	0,655	0,361	Valid
Q12	0,574	0,361	Valid
Q13	0,684	0,361	Valid
Q14	0,377	0,361	Valid
Q15	0,656	0,361	Valid

Source: SPSS 23 Output, 2023

Based on the validity test results of variable Y (Service Quality) using SPSS 23 with n = 30 respondents and $r_{table} = 0.361$, the validity results indicate that out of the 15 statements, all are considered valid. This is because all 15 valid statements have a calculated value of r greater than 0.361.

4.4. Reliability Test

Table 4.4. Reliability Test Criteria

Nilai α	Descriptions
$\alpha < 0,60$	Not Reliable/Inconsistent
$\alpha > 0,60$	Reliable/Consistent

(V.Wiratna Sujarweni:2014)

Reliability testing can be measured using the following formula:

Alpha Cronbach

$$r_i = \frac{k}{(k - 1)} \left\{ 1 - \frac{\sum s_i^2}{s_t^2} \right\}$$

Descriptions:

- r_i = Reliability Value
- \sqrt{k} = Coefficient of Correlation between the first and second halves
- $\sum s_i^2$ = Mean Square Error
- s_t^2 = Total Variance

Results of Pretest Reliability Testing for Variable X1 (Hospitality Employees)

Table 4.5 Reliability (X1) Hospitality Employees

Reliability Statistics

Cronbach's Alpha	N of Items
.769	16

Source: Data processed using SPSS 23

Table 4.6 Results of Pretest Reliability Testing for Variable X1 (Hospitality Employees)

	Corrected Item-Total Correlations	N
Q1	0,657	30
Q2	0,563	30
Q3	0,436	30
Q4	0,486	30
Q5	0,563	30
Q6	0,587	30
Q7	0,531	30
Q8	0,604	30
Q9	0,570	30
Q10	0,657	30
Q11	0,657	30
Q12	0,455	30
Q13	0,657	30
Q14	0,411	30
Q15	0,463	30

Source: Data processed using SPSS 23

Tabel 4.7 Reliability (X2) Interpersonal Communication

Reliability Statistics

Cronbach's Alpha	N of Items
.748	13

Source: Data processed using SPSS 23

Table 4.8 Results of Pretest Reliability Testing for Variable X2 (Interpersonal Communication)

	Corrected Item-Total Correlations	N
Q1	0,484	30
Q2	0,484	30
Q3	0,536	30

Q4	0,540	30
Q5	0,568	30
Q6	0,484	30
Q7	0,518	30
Q8	0,509	30
Q9	0,531	30
Q10	0,558	30
Q11	0,364	30
Q12	0,558	30

Source: Data processed using SPSS 23

Pretest Results of Reliability Test for Variable Y (Service Quality)

Table 4.9 Reliability (Y) - Service Quality

Reliability Statistics

Cronbach's Alpha	N of Items
.779	16

Source: Data processed using SPSS 23

Table 4.10 Pretest Results of Reliability Test for Variable Y (Service Quality)

	Corrected Item-Total Correlations	N
Q1	0,657	30
Q2	0,563	30
Q3	0,436	30
Q4	0,486	30
Q5	0,563	30
Q6	0,587	30
Q7	0,531	30
Q8	0,604	30
Q9	0,570	30
Q10	0,657	30
Q11	0,657	30
Q12	0,455	30
Q13	0,657	30
Q14	0,411	30
Q15	0,463	30

Source: Data processed using SPSS 23

Table 4.11 Pretest of Reliability Testing

Variable	Criteria	Cronbach's Alpha Value	Descriptions
Employee Hospitality (X1)	>0.60	0.769	Reliable
Interpersonal Communication (X2)	>0.60	0.748	Reliable
Service Quality (Y)	>0,60	0,779	Reliabl

Source: Data processed using SPSS 23

Based on the pretest results of reliability testing in the table above, it shows that the Cronbach's Alpha Based on Standardized item values for each variable are above 0.60. The Hospitality Karyawan variable has a Cronbach's Alpha Based on Standardized value of 0.769, indicating a strong correlation coefficient. The Komunikasi Interpersonal variable has a Cronbach's Alpha Based on Standardized value of 0.748, indicating a strong correlation coefficient. The Kualitas Pelayanan variable has a Cronbach's Alpha Based on Standardized value of 0.779, indicating a strong correlation coefficient. This indicates that the reliability of each variable is good, and it can be concluded that the questionnaire items for each variable are reliable as measurement tools in this research.

4.5. Multiple Linear Regression Analysis Results

Multiple linear regression analysis was conducted to determine the influence of the independent variables, Hospitality Karyawan (X1) and Komunikasi Interpersonal (X2), on the dependent variable, Kualitas Pelayanan (Y). In this study, multiple linear regression analysis using SPSS software yielded the following results:

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.311	5.001		2.462	.015
Employee Hospitality	.401	.088	.373	4.576	.000
Interpersonal Communications	.521	.111	.383	4.705	.000

a. Dependent Variable: Service Quality

Source: Data processed using SPSS 23

Based on the analysis conducted, the regression equation formed is as follows:

$$Y = 12.311 + 0.401 X1 + 0.521 X2 + \epsilon$$

From the regression equation model, it can be concluded that:

1. The constant value of 12.311 indicates that if Hospitality Staff and Interpersonal Communication are not considered or deemed insignificant in enhancing Service Quality, the Service Quality will still have an influence of 12.311%. This means that visitors will still come to Dapur Solo Restaurant, Neo Soho, West Jakarta even if there is no presence of Hospitality Staff and Interpersonal Communication
2. The coefficient value of the Hospitality Staff variable (X1), which is 0.401, signifies that if visitors feel

increasingly confident about the Hospitality Staff factor, the Service Quality at Dapur Solo Restaurant, Neo Soho, West Jakarta will increase by 0.401. This implies an improvement in Service Quality, assuming that the other independent variables in the regression model remain constant. This demonstrates that the Hospitality Staff variable is important in enhancing the Service Quality at Dapur Solo Restaurant, Neo Soho, West Jakarta.

3. The coefficient value of the Interpersonal Communication variable (X2), which is 0.521, means that if the Interpersonal Communication factor increases, there will be an improvement in Service Quality, assuming that the other independent variables in the regression model remain constant. This indicates that the Interpersonal Communication variable is important in enhancing the Service Quality at Dapur Solo Restaurant, Neo Soho, West Jakarta.

Based on the formed regression equation above, it can be inferred that the variable with the greatest impact in this study is Interpersonal Communication, with the highest coefficient value. On the other hand, Hospitality Staff has the smallest influence in this study. Based on the formed regression equation, it can be observed that the variable with the greatest influence in this study is Komunikasi Interpersonal with the highest coefficient value. On the other hand, the variable with the least influence in this study is Employee Hospitality.

4.6. Hypothesis Testing Results

4.6.1. Simultaneous Significance Test (F-test)

The F-test is used to examine the influence of Employee Hospitality (X1) and Interpersonal Communication (X2) on Service Quality (Y) simultaneously by looking at the significance value in the ANOVA table with a significance level (α) of 0.05, following these criteria:

- If the significance value is less than 0.05, Ho is rejected, and Ha is accepted, indicating a significant influence between the independent variables and the dependent variable.
- If the significance value is greater than 0.05, Ho is accepted, and Ha is rejected, indicating no significant influence between the independent variables and the dependent variable.

The F-test calculation results are explained in Table 4.7 as follows:

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1253.626	2	626.813	53.072	.000 ^b
	Residual	1499.950	127	11.811		
	Total	2753.577	129			

a. Dependent Variable: Service Quality

b. Predictors: (Constant), Interpersonal Communication, Employee Hospitality

Source: Data processed using SPSS 23

Based on the calculation results in Table 4.2 above, we obtained a calculated F value of 53.072 with a significance level of $0.000 < 0.05$. Therefore, Ho is rejected, and Ha is accepted. Thus, it can be concluded that the variables Hospitality Staff and Interpersonal Communication simultaneously have an impact on the Service Quality at Dapur Solo Restaurant, Neo Soho, West Jakarta.

4.6.2. Partial Significance Test (T-Statistic Test)

The T-test is used to examine the partial (individual) influence of Employee Hospitality (X1) and Interpersonal Communication (X2) on Service Quality (Y). This is done by examining the sig. value in the Coefficients table at a

significance level (α) of 0.05, with the following conditions:

- If the significance value is < 0.05 , H_0 is rejected, and H_a is accepted, indicating an influence between the independent variables and the dependent variable.
- If the significance value is > 0.05 , H_0 is accepted, and H_a is rejected, indicating no influence between the independent variables and the dependent variable.

The partial testing for each variable will be explained as follows:

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.311	5.001		2.462	.015
	Employee Hospitality	.401	.088	.373	4.576	.000
	Interpersonal Communication	.521	.111	.383	4.705	.000

a. Dependent Variable: Service Quality

Source: Data processed using SPSS 23

The explanation of the t-test results is as follows:

1. Employee Hospitality variable (X1)
The calculated t-value is 4.576 with a significance level of $0.000 < 0.05$. Therefore, H_0 is rejected, and H_a is accepted. Hence, it can be concluded that the Hospitality Staff variable has a partial (individual) influence on the Service Quality at Dapur Solo Restaurant, Neo Soho, West Jakarta.
2. Interpersonal Communication variable (X2)
The calculated t-value is 4.705 with a significance level of $0.000 < 0.05$. Therefore, H_0 is rejected, and H_a is accepted. Hence, it can be concluded that the Interpersonal Communication variable has a partial (individual) influence on the Service Quality at Dapur Solo Restaurant, Neo Soho, West Jakarta.

4.7. Coefficient of Determination (R²) Test Results

The coefficient of determination (R²) test is conducted to determine the percentage of influence from the independent variables, namely Hospitality Staff (X1) and Interpersonal Communication (X2), on the Service Quality (Y). A higher value of the coefficient of determination (R²) indicates a better ability of the independent variables to explain the dependent variable. The results of the coefficient of determination (R²) test in Table 4.8 are explained as follows:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.675 ^a	.455	.447	3.43666

a. Predictors: (Constant), Interpersonal Communication, Employee Hospitality

Source: Data processed using SPSS 23

Based on the calculation results in Table 4.8, the Adjusted R Square value obtained is 0.447 or 4.47%. This result

indicates that the percentage of influence of the independent variables, namely Employee Hospitality (X1) and Interpersonal Communication (X2), on the dependent variable, which is Service Quality (Y), is 4.47%. The R² value also shows that the variation in the independent variables used can explain 4.47% of the variation in the dependent variable. The remaining 95.43% (100% - 4.47%) is influenced by other unexamined variables in this research model.

4.8. Research Summary

In general, the results of this study indicate that the respondents' assessment of the research variables is generally good. This can be seen from:

4.8.1. Multiple Linear Regression Test

From the results of the multiple linear regression test, it can be concluded that both independent variables have an influence on the dependent variable. Thus, the variables of Employee Hospitality and Interpersonal Communication have an impact on the Service Quality at Dapur Solo Restaurant, Neo Soho, West Jakarta.

4.8.2. Simultaneous F-test

Based on the F-test results in Table 4.2, it can be observed that the variables of Employee Hospitality and Interpersonal Communication, simultaneously, with a significance level of $0.000 < 0.05$, have an influence on the Service Quality at Dapur Solo Restaurant, Neo Soho, West Jakarta.

4.8.3. Partial T-test

From the t-test results in Table 4.3, it can be observed that the Employee Hospitality variable, with a significance level of $0.000 < 0.05$, does not have a partial (individual) influence on the Service Quality at Dapur Solo Restaurant, Neo Soho, West Jakarta. Similarly, the Interpersonal Communication variable, with a significance level of $0.000 < 0.05$, does not have a partial (individual) influence on the Service Quality at Dapur Solo Restaurant, Neo Soho, West Jakarta.

4.8.4. Coefficient of Determination (R²) Test

Based on the calculation results in Table 4.4, the Adjusted R Square value obtained is 0.447 or 4.47%. This result indicates that the percentage of influence of the independent variables, namely Employee Hospitality (X1) and Interpersonal Communication (X2), on the dependent variable, which is Service Quality (Y), is 4.47%. The R² value also shows that the variation in the independent variables used can explain 4.47% of the variation in the dependent variable. The remaining 95.43% (100% - 4.47%) is influenced by other unexamined variables in this research model.

5. Conclusion

Based on the research findings and discussions presented in the previous chapter, the following conclusions can be drawn in Chapter 5:

1. The Employee Hospitality variable has a significant partial (individual) effect on the Service Quality provided to customers at Dapur Solo Restaurant, Neo Soho, West Jakarta. This indicates that the service quality provided by Dapur Solo Restaurant, Neo Soho, West Jakarta, is good and satisfies the customers.
2. The Interpersonal Communication variable has a significant partial (individual) effect on the Service Quality provided to customers at Dapur Solo Restaurant, Neo Soho, West Jakarta. This indicates that the Interpersonal Communication of the staff at Dapur Solo Restaurant, Neo Soho, West Jakarta, is well-received by customers during interactions.

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