

**EFEKTIFITAS PELAYANAN 3S (SENYUM, SALAM, SAPA) TERHADAP
KEPUASAN KONSUMEN YANG *DINE-IN* DI MIZZU COFFEE BAR
MEDAN**

Edbert¹⁾, Erica²⁾, Ivana³⁾, Risha Ananda Putri⁴⁾, Sri Hartini⁵⁾

Jurusan Psikologi, Fakultas Psikologi Universitas Prima Indonesia (Edbert¹⁾
Email: edberttan17@gmail.com

Jurusan Psikologi, Fakultas Psikologi Universitas Prima Indonesia (Erica²⁾
Email: ericaameii96@gmail.com

Jurusan Psikologi, Fakultas Psikologi Universitas Prima Indonesia (Ivana³⁾
Email: ivanacuang789@gmail.com

Jurusan Psikologi, Fakultas Psikologi Universitas Prima Indonesia (Risha Ananda Putri⁴⁾
Email: rishaanandaputri24@gmail.com

Jurusan Psikologi, Fakultas Psikologi Universitas Prima Indonesia (Sri Hartini⁵⁾
Email: srihartini_psikologi@unprimdn.co.id

INTISARI

Penelitian ini bertujuan untuk mengetahui efektifitas antara kepuasan konsumen dengan efektifitas pelayanan 3S (senyum, salam, sapa). Subjek penelitian terdiri dari 30 orang konsumen di Mizzu Coffee Bar menggunakan *randomisasi* atau *random assignment*. Penelitian ini menggunakan metode *True Experimental Design* dengan desain dua kelompok yaitu *Posttest-Only Control Design*. Data penelitian dikumpul menggunakan skala kepuasan konsumen yang terdiri dari 27 aitem. Hasil uji *Mann-Whitney U Test* memperoleh nilai signifikan sebesar $p=0.000$ ($p<0.05$) yang menunjukkan bahwa pelatihan pelayanan 3S (senyum, salam, sapa) berpengaruh dalam meningkatkan kepuasan konsumen yang *dine-in* di Mizzu Coffee Bar Medan.

Kata kunci : efektifitas 3S, kepuasan konsumen, konsumen

**THE EFFECTIVENESS OF 3S SERVICES (SMILE, REGARDS,
GREETINGS) ON CUSTOMER SATISFACTION THAT DINE-IN AT
MIZZU COFFEE BAR MEDAN**

Edbert¹⁾, Erica²⁾, Ivana³⁾, Risha Ananda Putri⁴⁾, Sri Hartini⁵⁾

Department of Psychology, Faculty of Psychology Universitas Prima Indonesia (Edbert¹⁾)

Email: edberttan17@gmail.com

Department of Psychology, Faculty of Psychology Universitas Prima Indonesia (Erica²⁾)

Email: ericaameii96@gmail.com

Department of Psychology, Faculty of Psychology Universitas Prima Indonesia (Ivana³⁾)

Email: ivanacuang789@gmail.com

*Department of Psychology, Faculty of Psychology Universitas Prima Indonesia (Risha
Ananda Putri⁴⁾)*

Email: rishaanandaputri24@gmail.com

*Department of Psychology, Faculty of Psychology Universitas Prima Indonesia (Sri
Hartini⁵⁾)*

Email: srihartini_psikologi@unprimdn.co.id

ABSTRACT

This study aims to determine the effectiveness between customer satisfaction and the effectiveness of 3S services (smiles, regards, greetings). The research subjects consisted of 30 customers at Mizzu Coffee Bar using randomization or random assignment. This study uses the True Experimental Design method with two-group design, which is Posttest-Only Control Design. Research data were collected using a customer satisfaction scale consisting of 27 items. The results of the Mann-Whitney U Test obtained a significant value of $p=0.000$ ($p<0.05$) which indicates that the 3S services (smiles, regards, greetings) training has an effect on increasing customer satisfaction who dine-in at Mizzu Coffee Bar Medan.

Keywords : effectiveness of 3S, customer satisfaction, customers