

**PENGARUH KOMPETENSI, KOMUNIKASI DAN STRES KERJA TERHADAP
KUALITAS PELAYANAN PT. SUKSES MOTOR GLOBALINDO
(SHOWROOM HONDA)**

Friska Priscilla ¹⁾, Meiliani Wijaya ²⁾,
Shellin ³⁾, Rahmat Alamsyah Harahap ⁴⁾

Universitas Prima Indonesia ^(1,2,3,4)

friskapricila@gmail.com ¹⁾

ABSTRAK

PT. Sukses Motor Globalindo merupakan dealer resmi Honda H1,H2,H3. Permasalahan pada perusahaan yaitu kualitas pelayanan karyawan kurang sigap, kepastian dalam mendapatkan pelayanan kurang, kemudahan memilih unit yang diinginkan belum terpenuhi. Permasalahan kompetensi karyawan kurang mendukung penyelesaian masalah dan solusi, kurang inisiatif setiap pekerjaan. Permasalahan komunikasi informasi yang disampaikan pimpinan kurang tepat ditujukan ke siapa, kurang paham alur pembicaraan dan budaya organisasi. Permasalahan stres kerja karyawan mendapatkan tekanan menjadi stres menyebabkan karyawan tidak nyaman dan mempengaruhi kualitas pelayanan karyawan ke pihak internal maupun eksternal.

Metode yang digunakan *deskriptif kuantitatif*, sifat penelitian *explanatory research*. Populasi 50 responden, menggunakan sampling jenuh, 30 responden pengujian validitas dan reliabilitas dari PT. Buana Jaya Lestari.

Kesimpulan didapat pengaruh kompetensi, komunikasi dan stres kerja secara simultan (uji F) berpengaruh positif terhadap kualitas pelayanan $F_{hitung} 15,135 > F_{tabel} 3,20$ dengan signifikansi $0,000 < 0,05$. Secara parsial (uji t) kompetensi $t_{hitung} 2,081 > t_{tabel} 1,67793$ dan signifikan $0,043 < 0,05$, komunikasi $t_{hitung} 6,261 > t_{tabel} 1,67793$ dan signifikan $0,000 < 0,05$, stres kerja $t_{hitung} -1,257 < t_{tabel} 1,67793$ dan signifikan $0,215 > 0,05$. Hasil uji koefisien determinasi *Adjusted R Square* sebesar 0,464 artinya kompetensi, komunikasi dan stres kerja berpengaruh terhadap kualitas pelayanan dengan tingkat 46,4%, sedangkan sisanya 53,6% adalah faktor lain seperti sarana prasarana, kehandalan, dan daya tanggap.

Kata kunci : Kompetensi, Komunikasi, Stres kerja dan Kualitas Pelayanan

THE EFFECTS OF COMPETENCE, COMMUNICATION AND WORK STRESS TO SERVICES QUALITY OF PT. SUKSES MOTOR GLOBALINDO (HONDA SHOWROOM)

Friska Priscilla ¹⁾, Meiliani Wijaya ²⁾,
Shellin ³⁾, Rahmat Alamsyah Harahap ⁴⁾

University of Prima Indonesia ^(1,2,3,4)

friskapricila@gmail.com ¹⁾

ABSTRAC

PT. Sukses Motor Globalindo is an official dealer of Honda H1, H2, H3. The problems in the company were the quality of employee services were less spry, certainty in getting services was lacking, the ease of choosing the desired unit has not been fulfilled. The problems of employees competence were lack of support for solving the problems and solutions, lack of initiative on every job. The problem of communication were the information conveyed by the leader was not precisely addressed to whom, did not understand the flow of conversation and organizational culture. The problem of work stress were the employees got pressure into stress causing the employees to become uncomfortable and affect the quality of employee services to internal and external parties.

The research method used was *the quantitative descriptive*, the nature of research was *the explanatory research*. Population of 50 respondents, using saturated sampling, 30 respondents tested the validity and reliability of PT. Buana Jaya Lestari.

The conclusions obtained from this research showed the effect of competence, communication and work stress simultaneously (F test) positive effect to services quality $F_{\text{count}} 15,135 > F_{\text{table}} 3,20$ with a significance of $0,000 < 0,05$. Partially (Test t) competence $t_{\text{count}} 2,081 > t_{\text{table}} 1,67793$ and significant of $0,043 < 0,05$, communication $t_{\text{count}} 6,261 > t_{\text{table}} 1,67793$ and significant of $0,000 < 0,05$, work stress $t_{\text{count}} -1,257 < t_{\text{table}} 1,67793$ and significant of $0,215 > 0,05$. The result of determination coefficient test obtained *Adjusted R Square* of 0,464, this means that competence, communication and work stress affect to the quality of service with a level of 46.4%, while the remaining 53.6% were other factors such as infrastructure, reliability and responsiveness.

Key words : Competence, Communication, Work Stress, and Services Quality