

**PENGARUH LINGKUNGAN KERJA, PELAYANAN, KEPUASAN
PELANGGAN TERHADAP KINERJA KARYAWAN DI COFFEE SHOP GEKO
KOTA MEDAN**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh lingkungan kerja, pelayanan, kepuasan pelanggan terhadap kinerja karyawan di Coffee Shop Geko Kota Medan. Sampel penelitian sebanyak 30 responden. Berdasarkan hasil uji hipotesis t dapat disimpulkan lingkungan kerja, pelayanan dan kepuasan pelanggan berpengaruh signifikan terhadap kinerja karyawan. Berdasarkan hasil uji hipotesis F dapat disimpulkan bahwa secara simultan/bersama-sama lingkungan kerja, pelayanan dan kepuasan pelanggan terhadap kinerja karyawan dengan nilai F_{hitung} sebesar $39,713 > F_{tabel}$ 2,975 dan nilai signifikansi $0,000 < 0,05$. Berdasarkan analisis koefisien determinasi diperoleh nilai koefisien determinasi atau Adjusted R-Square sebesar 0,800 atau 80% lingkungan kerja, pelayanan dan kepuasan pelanggan terhadap kinerja pegawai, sedangkan 20% adalah pengaruh dari variabel lain yang tidak ikut serta dalam penelitian ini.

Kata Kunci: *Lingkungan Kerja, Pelayanan, Kepuasan Pelanggan, Kinerja Karyawan*

**THE EFFECT OF WORK ENVIRONMENT, SERVICE, CUSTOMER
SATISFACTION ON EMPLOYEE PERFORMANCE AT
COFFEE SHOP GEKO MEDAN CITY**

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ABSTRACT

*This study aims to analyze the influence of work environment, service, customer satisfaction on employee performance at Coffee Shop Geko Medan City. The research sample was 30 respondents. Based on the results of the *t* hypothesis test, it can be concluded that work environment, service and customer satisfaction have a significant effect on employee performance. Based on the results of the *F* hypothesis test, it can be concluded that simultaneously/together work environment, service and customer satisfaction on employee performance with an *F* count value of $39.713 > F$ table 2.975 and a significance value of $0.000 < 0.05$. Based on the analysis of the coefficient of determination, the coefficient of determination or Adjusted R-Square value of 0.800 or 80% of work environment, service and customer satisfaction on employee performance, while 20% is the influence of other variables that did not participate in this study.*

Keywords: *Work Environment, Service, Customer Satisfaction, Employee Performance*