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THE INFLUENCE OF BELLBOY EMPLOYEE PERFORMANCE ON CUSTOMER SATISFACTION AT THE GADING SERPONG HOTEL

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ABSTRACT

The performance of employees or bellboys in the organization can be a competitive advantage. Of course, this advantage would not be meaningful without the support of human resources. The purpose of this research is to find out how employees perform, what customer satisfaction is, and how the influence of Bellboy Employee Performance on Customer Satisfaction at the Episode Gading Serpong Hotel. The type of research used in this study is descriptive using a quantitative approach. Respondents in this study were customers who had visited or stayed at the Episode Gading Serpong Hotel, totaling 93 respondents with a sample determination using the slovin formula. The research method used in this research is validity test, reliability test, descriptive statistical test, correlation coefficient, determination, simple linear regression, and t test with the help of SPSS Version 25 software. The research results from the correlation coefficient test of 0.718 or have a strong relationship between Employee Performance on Customer Satisfaction with a contribution value of 51.6% on Customer Satisfaction. The results of the regression equation where $Y = 18.874 + 0.155X$ means that this value indicates that when Employee Performance (X) is worth 0, then Customer Satisfaction as a variable (Y) will be worth 18.874. Employee performance has a t count of $4.002 > t$ table of 1.661 and a significant value of $0.000 < 0.05$. This means that the employee performance variable has a positive and significant effect on customer satisfaction at the Episode Gading Serpong Hotel.

KEYWORDS: Employee Performance, Customer Satisfaction.

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1.0 INTRODUCTION

A hotel is a commercially managed tourism accommodation business. Hotels play a crucial role in the tourism industry. Hotels are a key tourism resource, meaning their survival and sustenance depends on the number of tourists visiting them. As hotels grow, competition to attract guests becomes fiercer. With this increasing competition, hotel management must strive to provide the best possible service to guests.

Episode Gading Serpong is located in the heart of Gading Serpong, Tangerang. It is close to various Tangerang destinations, such as the ICE Convention Center, Scientia Park, IKEA, and the famous shopping centers of AEON and Summarecon Mall Serpong. Featuring 320 rooms with traditional Baduy and Peranakan concepts, it offers a beautiful combination of traditional and modern amenities. The selection of various interior and exterior materials creates the best hotel atmosphere in Tangerang.

With unique king and queen beds, 50" LCD TVs, high-speed internet, in-room safes, beautiful views of Gading Serpong, and more, the hotel suites and guest rooms at Episode Gading Serpong are ideal for the modern traveler. Guests can choose from Baduy-style rooms or modern Peranakan rooms for work and relaxation, Episode Gading Serpong provides convenient and strategic accommodations in Tangerang.

Perfectly designed for guests who enjoy business travel, Episode Gading Serpong offers a beautiful and convenient experience for business travelers. Its exceptional location is close to the best business district in Gading Serpong, Tangerang. A grand ballroom and over 10 meeting rooms offer everything guests need to achieve their goals. Efficient processes and high-speed wireless internet throughout the hotel make it an unrivaled business hotel in Gading Serpong, Tangerang.

In hotel operations, there are several sections or departments that have different duties and responsibilities. Bellboy is one of the sections in the Front Office Department that guests can see first when entering the hotel. Therefore, Bellboy must be able to provide a good first impression to guests about what the hotel is like. The quality of good performance from Bellboy to guests can also give a good impression to guests who stay at the hotel. This is a factor that differentiates itself from other hotels. According to Kotler and Keller in Tjiptono (2019), service itself is defined as any action/deed offered by one party to another party that is intangible (not physical) and does not result in ownership of something.

In general, the duties and responsibilities of the Bellman are to welcome or greet guests when they enter the lobby area and offer assistance in carrying guest luggage and escorting guests to the receptionist to check in. Furthermore, after the guest has finished checking in and getting the room key, the Bellboy is in charge of escorting the guest to the room and providing a little information about the facilities available in the room and at the hotel. Bellboys and door attendants in the lobby area must always be ready to help and provide information needed by guests, for example car rental, shopping center, ATM Center, places to buy souvenirs and so on.

These tasks can make the bellboy, door attendant, and driver who are part of the concierge department responsible for a good first impression to the guests because the concierge is the first person who meets the guests directly and provides the first service starting from guest reservation, check in to check out.

Employee or bellboy performance is the main factor that determines the success of an organization. Performance is a translation of performance which means the work results that can be achieved by a person or group of people in an organization, in accordance with their respective authorities and responsibilities, in order to achieve the goals of the organization concerned legally, without violating the law and in accordance with morals and ethics Sedarmayanti (2019:55). Factors that influence employee or bellboy performance are mental attitude (work motivation, work discipline, work ethics), education, income level, work environment, communication, infrastructure and opportunities for achievement Sedarmayanti (2019:71).

The performance of employees or bellboys within an organization can be a competitive advantage. Of course, this advantage would be meaningless without the support of human resources. To maintain and evaluate the performance of each employee or bellboy, a work evaluation system called the performance management process (PMP) is implemented annually. This performance appraisal sheet will be completed by each department head to assess the performance of each employee or bellboy. Then, the results of this assessment will first be discussed with the employee or bellboy concerned to ensure transparency and to provide attention to things that may need to be improved or maintained in their future performance. Research objectives are statements about what can be achieved. The objectives of this study are To determine the performance of bellboy employees at Hotel Episode Gading Serpong, To determine customer satisfaction at Hotel Episode Gading Serpong and To determine the effect of bellboy employee performance on customer satisfaction at Hotel Episode Gading Serpong.

2.0 LITERATURE REVIEW

2.1 Understanding the Front Office Department

The Front Office represents the division within a company that directly interacts with guests or customers, such as customer service, sales, and industry experts who provide consulting services. The Front Office is directly responsible for generating a company's revenue. However, the Front Office also relies on the back office to support human resources, internet and technology, accounting, and administrative functions. In the hospitality industry, the Front Office is at the forefront of guest service and provides the best and friendliest service to guests or customers. The Front Office is also the point of contact for guests with problems or needing assistance and information.

The Front Office is the control center of a hotel, with several responsibilities, including making room reservations, checking guests in, providing information to guests, monitoring guest payments, and ensuring room revenue meets the monthly budget (Andrews, 2013).

The Front Office is a department within a hotel and is the first point of contact with guests, from room reservations, arrival, and departure (Abbott et al., 2011). Therefore, it can be concluded that

the Front Office is the spearhead of a hotel, as it is the department that directly interacts with guests, even before they arrive at the hotel, when they make a reservation.

2.2 Definition, Duties, and Responsibilities of a Bellboy

2.2.1 Definition of a Bellboy

A bellboy is a hotel employee responsible for welcoming guests, opening their car doors, checking in and checking out, handling their luggage, both checking in and checking out, and escorting them to their rooms and delivering their belongings to their rooms upon request.

2.2.2 Bellboy Duties and Responsibilities

According to Sugarto in Prasetyo (2020), the main duty of a bellboy is to assist with luggage during check-in and check-out to and from the room. This assistance is provided to ensure guests feel relaxed and comfortable. The following are the bellboy duties and responsibilities: Carrying guests' bags efficiently and quickly to and from the room. Storing guests' suitcases or bags if they wish to leave them at the bell captain counter. Greeting and welcoming new guests and escorting them to the reception area if there is no guest relations office to escort them to their rooms. Displaying letters on the signboard in the hotel lobby for the day's events.

2.3 Types of Guest Luggage at Hotels

According to Bagyono (2012), there are several types of luggage commonly brought by hotel guests. These items include: Travel Bags, which are handbags with long straps. Brief Cases, which are typically used to carry important documents. Trunks, which are large, wheeled or non-wheeled bags. Shoulder Packs/Haversacks, which are folding bags. Camera Cases, which are medium-sized or small bags for carrying cameras or handy campers. Golf Bags, which are used to carry golf clubs. Vanity/Beauty Cases/Cosmetic Cases, which are bags/boxes used to store cosmetics. Garment/Valet/Suit Bags, which are bags for carrying suits. Hat Boxes, which are boxes for carrying hats, typically women's hats. Suite Cases, which are portable suitcases made of metal, fabric, or plastic with wheels and a retractable handle. Val Packs/Val Cases, which are backpack-shaped bags, are typically carried on the back.

2.4 Understanding Performance

According to Kasmir (2019), performance is the results of work and work behavior achieved in fulfilling assigned tasks and responsibilities over a specific period of time. Performance is crucial for the progress of an organization or company; the higher employee performance, the easier it is for the organization to achieve its goals (Kusjino & Ratnasari, 2019). Rachmawati (2017) argues that performance is the actual behavior demonstrated by employees, as evidenced by their work achievements or bellboys, in accordance with their roles within an organization.

Goal setting in any organization is a strategy for improving performance. These intended goals will provide direction and influence the organization's expected work behavior for each individual. However, goal setting alone is not enough; therefore, it requires measures to determine whether individuals have achieved the expected performance. Therefore, quantitative and qualitative measures of performance standards for each individual's task and position play a crucial role.

2.5 Factors Influencing Performance

According to Davis in Mangkunegara (2017), "the factors that influence performance achievement are as follows:

- a) Ability Factors, Employee abilities consist of potential ability (IQ) and real ability (knowledge skills). This means that employees with an above-average IQ, adequate education for their position, and skilled in carrying out daily work will more easily achieve expected performance. Companies or organizations actually need people with above-average IQs. Therefore, employees need to be placed in jobs that match their skills.
- b) Motivation Factors, Motivation is formed from an employee's attitude in facing work situations. Motivation is a condition that drives employees to achieve organizational goals (work objectives). Mental attitude is a mental state that drives employees to strive for maximum work performance.

2.6 Performance Indicators

According to Wibowo (2017), there are several performance indicators, namely:

- a) Goals, Goals are distinct states that an individual or organization actively seeks to achieve. Goals are better states that are desired in the future. Thus, goals indicate the direction in which performance should be pursued. Achieving goals requires individual, group, and organizational performance.
- b) Standards, Standards are a measure of whether a desired goal can be achieved. Without standards, it is impossible to know when a goal will be achieved. A person's performance is considered successful if they are able to meet the standards set or mutually agreed upon by superiors and subordinates.
- c) Feedback, Feedback Reporting progress, both qualitatively and quantitatively, in achieving objectives defined by feedback standards is especially important when considering "real goals." Feedback is input used to measure performance progress, performance standards, and goal attainment.
- d) Tools or Facilities, Tools or facilities are supporting factors in achieving goals. Without tools and facilities, specific work tasks cannot be performed and goals cannot be achieved as intended. Without tools or facilities, it is impossible to perform work.
- e) Competence, Competence is a primary requirement for performance. Competence enables a person to perform the work-related tasks necessary to achieve goals.

2.7 Understanding Customer Satisfaction

According to Park (in Irawan 2021), customer satisfaction is a customer's feelings in response to a product or service they have consumed. Bahrudin, M., and Zuhro, S (2016) state that customer satisfaction is the evaluation of choices based on specific purchasing decisions and experiences in using or consuming a product or service.

Based on the definitions from the experts mentioned above, it can be concluded that customer satisfaction is the result of a match between expectations and the performance obtained from using a product or service.

According to Bahrudin, M., and Zuhro, S. (2016), customer satisfaction is the evaluation of choices based on specific purchasing decisions and experiences in using or consuming goods or services. Meanwhile, Tjiptono (2014) conceptualizes customer satisfaction as a feeling that emerges as an output of an assessment of the experience of using a product or service.

According to Kotleh and Armstrong (2016), customer satisfaction is the degree to which the perceived performance of a product or service meets expectations. If the performance of a product or service falls short of expectations, consumers will be dissatisfied. If the performance exceeds expectations, consumers will be satisfied and delighted.

2.8 Guest Satisfaction Indicators

According to Tjiptono (2014), indicators that shape customer satisfaction consist of several aspects, as follows:

a. Conformity to Expectations

This is the degree to which the service performance expected by the consumer matches the perceived service performance.

b. Intention to Revisit

This relates to a consumer's willingness to revisit or reuse a service.

c. Willingness to Recommend

This refers to a consumer's willingness to recommend a service they have experienced to friends or family.

3.0 RESEARCH METHODOLOGY

In this study, the author will use descriptive correlational research. Suharsimi Arikunto (2013) states that descriptive research methods are intended to investigate circumstances, conditions, or other factors already mentioned, with the results presented in a research report. According to Arikunto (2013), correlational research is research conducted by researchers to determine the level of relationship between two or more variables without making changes, additions, or manipulation to existing data.

According to Sugiono (2016), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. The population in this study is 1,334 hotel customers or guests who stayed at the Episode Gading Serpong Hotel in the period of December 2022. Based on the sample calculation above, the sample to be used in this study is 93 respondents. This final project research was conducted from March to July 2023 at the Episode Gading Serpong Hotel. Jl. Gading Serpong Boulevard Barat No. 7, Pakulonan Barat, Kec. Klp. Dua, Tangerang Regency, Banten 15810.

4.0 RESEARCH RESULTS

Respondent Characteristics

Based on Gender

Respondent Data Based on Gender

		Frequency	Percent	Cumulative Percent
Valid	Man	57	61.3	61.3
	Woman	36	38.7	100.00
	Total	93	100.00	

Source: Data processed by SPSS, 2023.

Respondents who were customers of Hotel Episode Gading Serpong were 57 men (61.3%), and 36 women (38.7%). Based on the data above, the majority of customers in this study were men because they were on business or vacation at Hotel Episode Gading.

Based on Age

Respondent Data by Age

		Frequency	Percent	Cumulative Percent
Valid	<20 Year	5	5.4	5.4
	21-29 Year	60	64.5	69.9
	30-39 Year	16	17.2	87.1
	40-49 Year	12	12.9	100.00
	Total	93	100.00	

Source: Data processed by SPSS, 2023.

Respondents aged <20 years were 5 respondents (5.4%), aged 21-29 years were 60 respondents (64.5%), aged 30-39 years were 16 respondents or (17.2%) and respondents aged 40-49 years were 12 respondents or (12.9%). So it can be concluded that the majority of Episode Gading Serpong Hotel customers who were respondents in this study were aged 21-29 years.

Based on Occupation

Respondent Data by Occupation

		Frequency	Percent	Cumulative Percent
Valid	Mahasiswa	5	5.4	5.4
	Karyawan Swasta	29	31.2	36.6
	Aparatur Sipil Negara	13	14.0	50.5
	Wiraswasta	12	12.9	63.4
	Lainnya	34	36.6	100.00
	Total	93	100.00	

Source: Data processed by SPSS, 2023.

Respondents in this study were categorized based on their occupation. 5 respondents (5.4%) were students, 29 respondents (31.2%) were private employees, 13 respondents (14.0%) were civil servants, 12 respondents (12.9%) were self-employed, and 34 respondents (36.6%) had other occupations. Therefore, it can be concluded that respondents in this study who visited the Episode Gading Serpong Hotel were dominated by other occupations.

Based on Visit Frequency

Respondent Data Based on Visit Frequency

		Frequency	Percent	Cumulative Percent
Valid	2 Kali	1	1.1	1.1
	3 Kali	23	24.7	25.8
	4 Kali	15	16.1	41.9

	5 Kali	54	58.1	100.0
Total	93		100.00	

Source: Data processed by SPSS, 2023.

Respondents in this study were based on the frequency of visiting Hotel Episode Gading Serpong. A total of 1 respondent (1.1%) visited once, then respondents who visited 3 times were 23 respondents (24.7%), respondents who visited with a frequency of 4 times were 15 respondents (16.1%), and respondents with a frequency of 5 times were 54 respondents (58.1%). So it can be concluded that respondents in this study with a frequency of visiting Hotel Episode Gading Serpong were 5 visits or can be said to be regular customers.

Validity Test

Validity Test Results

Variabel	Item	Nilai Korelasi (r _{hitung})	r _{table (0,05)}	Pengujian	Keterangan
Kinerja Karyawan(X)	KK.1	0,777	0,2039	r _{hitung} > r _{tabel}	Valid
	KK.2	0,810			Valid
	KK.3	0,791			Valid
	KK.4	0,840			Valid
	KK.5	0,785			Valid
	KK.6	0,727			Valid
	KK.7	0,729			Valid
	KK.8	0,735			Valid
	KK.9	0,683			Valid
	KK.10	0,734			Valid
Kepuasan Pelanggan (Y)	KP.1	0,625	0,2039	r _{hitung} > r _{tabel}	Valid
	KP.2	0,541			Valid
	KP.3	0,589			Valid
	KP.4	0,439			Valid
	KP.5	0,377			Valid
	KP.6	0,395			Valid

Source: Data processed by SPSS, 2023.

Based on the validity test results table above, it is known that the majority of statement items in this study are valid, which is indicated by the value of each statement item having a positive Pearson Correlation value and being greater than the r table value (0.2039).

Reliability Test

Reliability Test Results

Reliability Statistics				
Variabel	Cronbach's Alpha	r _{standar}	N of Items	Keterangan
Kinerja Karyawan (X)	0,919	0,60	10	Reliabel
Kepuasan Pelanggan	0,853	0,60	6	Reliabel

(Y)				
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Source: Data processed by SPSS, 2023.

The reliability value achieved for each variable is greater than 0.60, meaning that the instrument used is reliable with the criteria for each reliability test result in this study being reliable.

Hypothesis Testing

a. Correlation Coefficient (R) Test

Correlation Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 ^a	.516	.506	1.414
a. Predictors: (Constant), Kinerja Karyawan (X)				

Source: Data processed by SPSS, 2023.

Based on the table above, the R value is 0.718. This indicates a strong relationship between Employee Performance and Customer Satisfaction at the Episode Gading Serpong Hotel.

b. Coefficient of Determination Test (r2)

Results of the Coefficient of Determination Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 ^a	.516	.506	1.414
a. Predictors: (Constant), Kinerja Karyawan (X)				

Source: Data processed by SPSS, 2023

The independent variable (Employee Performance) influences the dependent variable (Customer Satisfaction) by 51.6% at Hotel Episode Gading Serpong. The remaining 48.4% is influenced or explained by other variables not included in this research model.

Multiple Linear Regression Test

Multiple Linear Regression Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
1 (Constant) Kinerja Karyawan (X)	B	Std. Error	Beta		
	18.874	1.617	.387	11.675	.000
	.155	.039		4.002	.000
a. Dependent Variable: Kepuasan Pelanggan (Y)					

Source: Data processed by SPSS, 2023

The table above yields a simple linear regression model equation as follows:

$$\alpha = 18.874$$

$$\beta X = 0.155$$

The regression equation is:

$$Y = 18.874 + 0.155X$$

The following conclusions can be drawn from the regression model:

- The constant value of 18.874 indicates that if Employee Performance (X) is 0, then Customer Satisfaction will be 18.874.
- The regression coefficient for Employee Performance (X) is 0.155, which is positive, indicating a direct relationship between Customer Satisfaction and Employee Performance. This means that if the Employee Performance value increases by 1 unit, Customer Satisfaction will increase by 0.155.

Partial t-Statistical Test

Partial t-Statistical Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
1 (Constant) Kinerja Karyawan (X)	18.874	1.617	.387	11.675	.000
	.155	.039		4.002	.000
a. Dependent Variable: Kepuasan Pelanggan (Y)					

Source: Data processed by SPSS, 2023

The Employee Performance variable has a calculated t value of $4.002 > t$ table 1.661. This means that the Employee Performance variable has a positive and significant effect on Customer Satisfaction, and significant results are obtained which show a value of $0.000 < 0.05$ which means there is a significant influence between Employee Performance on Customer Satisfaction. This shows that H_0 is rejected and H_a is accepted, meaning that the Employee Performance variable partially has a positive and significant effect on Customer Satisfaction. Thus, if the Employee Performance value increases then Customer Satisfaction will increase.

5.0 CONCLUSIONS AND SUGGESTIONS

Employee Performance at Hotel Episode Gading Serpong.

The statistical description of the mean value for the Employee Performance variable shows that the employee with the highest statement on the work standards indicator was 4.37, or categorized as very good. Hotel Episode Gading Serpong employees are able to maintain work quality and have the ability to achieve established quality standards.

Customer Satisfaction at Hotel Episode Gading Serpong

The statistical description of the mean value for the Customer Satisfaction variable, with the highest statement in the expectation-conformity indicator, was 4.23, categorized as very high. Hotel Episode Gading Serpong employees provided good and prompt service, and the service met customer or guest expectations.

The Influence of Employee Performance on Customer Satisfaction

The correlation coefficient test results showed a strong relationship of 0.718 between Employee Performance and Customer Satisfaction, with a contribution of 51.6%. The regression equation, $Y = 18.874 + 0.155X$, indicates that when Employee Performance (X) is 0, Customer Satisfaction, as the variable (Y), will have a value of 18.874. Employee Performance has a calculated t-value of $4.002 > t\text{-table of } 1.661$, and a significance value of $0.000 < 0.05$. This indicates that employee performance has a positive and significant effect on customer satisfaction at Hotel Episode Gading Serpong.

Suggestion

The management of Hotel Episode Gading Serpong should pay more attention to the performance of its bellboy employees to further improve their work performance in line with the hotel's stated goals. The management of Hotel Episode Gading Serpong should also pay attention to customer satisfaction indicators, particularly revisit intention. This will encourage customers to return due to satisfactory employee service and also encourage them to return due to excellent facilities and employee performance.

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