

# **HUBUNGAN ANTARA IKLIM ORGANISASI DAN KUALITAS PELAYANAN PADA KARYAWAN A&W YOGYAKARTA.**

**Theodore Marsekal Hascaryo**

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui adanya Hubungan Antara Iklim Organisasi Dan Kualitas Pelayanan Pada Karyawan A&W Yogyakarta. Subjek penelitian 34 orang dengan rentang usia 20-40 Tahun. Metode pengumpulan data dengan menggunakan skala Iklim Organisasi yang terdiri dari 42 aitem berdasarkan aspek dari Davis (2001) dan Kulaitas Pelayanan yang terdiri dari 30 aitem pernyataan berdasarkan aspek dari Zeithaml dan Bitner (2000). Proses pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 34 responden. Berdasarkan hasil analisis statistik korelasi *product moment* dihasilkan koefisien korelasi sebesar  $(0,001) < 0,05$  sehingga dapat disimpulkan bahwa terdapat hubungan yang signifikan antara iklim organisasi dengan kualitas pelayanan pada karyawan A&W di Yogyakarta. Hal ini berarti bahwa hipotesis penelitian diterima dan dapat dinyatakan bahwa semakin tinggi iklim organisasi akan memiliki kecenderungan kualitas pelayanan karyawan semakin tinggi pula. Melalui penelitian ini diharapkan dapat memberikan sumbangan ilmiah dalam penerapan ilmu psikologi di bidang industri dan organisasi terutama tentang iklim organisasi dan kualitas pelayanan.

**Kata Kunci: Iklim Organisasi, Kualitas Pelayanan**

# **RELATIONSHIP BETWEEN THE ORGANIZATIONAL CLIMATE AND QUALITY OF SERVICE AT A&W EMPLOYEES, YOGYAKARTA.**

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## **ABSTRACT**

This study aims to determine the relationship between organizational climate and service quality for employees of A&W Yogyakarta. The research subjects were 34 people with an age range of 20-40 years. Methods of data collection using a scale of Organizational Climate which consists of 42 items based on aspects of Davis (2001) and Quality of Service which consists of 30 statement items based on aspects of Zeithaml and Bitner (2000). The data collection process was carried out by distributing questionnaires to 34 respondents. Based on the results of the product moment correlation statistical analysis, the correlation coefficient is  $(0.001) < 0.05$ , so it can be concluded that there is a significant relationship between organizational climate and service quality for A&W employees in Yogyakarta. This means that the research hypothesis is accepted and it can be stated that the higher the organizational climate, the higher the employee service quality tends to be. Through this research, it is hoped that it can provide scientific contributions in the application of psychology in the industrial and organizational fields, especially regarding organizational climate and service quality.

**Kata Kunci: Organizational Climate, Service Quality**