ABSTRACT

"EFFECTIVENESS OF CUSTOMER SERVICE BY GREETING PT. POS INDONESIA BANDUNG ON PERFORMANCE EMPLOYEES "

By:
Asep Sandy
NIM. 41807106

This research under guidance:
Melly Maulin P, S.Sos., M.Si

This research aims to determine the extent of the effectiveness of customer service activities of greeting by PT. Pos Indonesia Bandung on the performance of employees. To answer the purpose by analyzing the extent to purpose, plans, cost and the time greeting activities as well as the extent of functional tasks and task behavior of employees.

This type of research is quantitative. The method used is the method of survey with descriptive analysis techniques. Data were collected through questionnaires, interviews and literature studies. This research population is especially frontlinier employees of PT. Pos Indonesia Bandung, amounted to 32 employees. Sampling technique used is total sampling. After making the deployment of questionnaires, researchers to test the validity and reliability on each item there are questions in the questionnaire using SPSS 16 and Rank Spearman formula.

The results showed a correlation between objective Greeting activities on the performance of employees is 15% or lower. Greeting to the activity plan of employee performance is 25.9% or sufficient. Greeting to the cost of employee performance activities amounted to 48.3%, or enough. Greeting time activities on the performance of employees is equal to 44.48% or sufficient. Greeting the effectiveness of activities of PT. Pos Indonesia Bandung on Functional Tasks of employees amounted to 44.62% or sufficient. Greeting the effectiveness of activities of PT. Pos Indonesia Bandung to the task the employee's behavior amounted to 51.69% or sufficient.

The conclusion from this research indicate that the effectiveness of the activities Greeting by the Customer Service PT. Pos Indonesia Bandung on the performance of its employees are valid and significant correlation with the results of 0.8 or 66.748%. And the results showed that the hypothesis H0 is rejected and H1 accepted or if the effectiveness of the activities of employee performance Greeting better then good.

Suggestions for PT. Pos Indonesia Bandung is the activity of greeting followed by all employees of PT. Pos Indonesia Bandung in order to maximize the frontlinier activities not only the target of this activity.