Interpersonal Servant Communication Relationship With Buyer Satisfaction of Resto Ayam Jingkrak Tanjung Balai

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Article Info	ABSTRACT
	This study aims to determine whether there is a relationship between interpersonal communication between waiters and customer satisfaction at Jingktak Chicken Resto. The theory used in this study is the theory of interpersonal communication, and the theory of buyer satisfaction. The research method used is a correlational quantitative research method that seeks the relationship between variable X (interpersonal communication of waiters) and variable Y (with buyer satisfaction). Correlational method is a method that aims to determine the relationship of a variable with other variables. The sampling technique used was purposive sampling and accidental sampling. The researcher first determines the criteria for respondents and then selects respondents who coincidentally meet and match these characteristics. The population in this study were buyers of the Tanjungbalai Jingkrak Chicken Restaurant. Based on the sample calculation using the Slovin formula, a total sample of 97 people was obtained. In this study, the samples were buyers who visited the Jingkrak Chicken Restaurant, Tanjungbalai. Data collection techniques were carried out in this study in three ways, namely observation by going directly to the field, questionnaires by distributing questionnaires, and documentation. Data analysis techniques used in this study were single table analysis, cross table analysis, and hypothesis testing through the Correlation Coefficient formula by Spearman using the SPSS 26 application. The results of this study obtained a correlation coefficient of 0.564. Based on the Guilford scale used, the coefficient shows a significant relationship between interpersonal communication between waiters and customer satisfaction at Prancing Chicken Resto. Then the result of the coefficient of determination is 31.8%, the factor that influences the interpersonal communication relationship between the waiter and the buyer's satisfaction, while 68.2% is influenced by other factors.

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1. INTRODUCTION

Interpersonal communication as a context of communication refers to communication that occurs directly between two people. William Schutz (Wood: 2013) emphasized that sustainable interpersonal relationships depend on how well they relate to three basic needs, including affection needs, inclusive needs, and control needs. The need for affection leads to the desire to give and receive affection while the need for inclusiveness relates to the desire to belong to a particular social group. Unlike the two previous needs related to desire, the need for control aims to influence people or events in life.

Generalized exchange is an exchange where the reciprocity that occurs involves social networks and is not limited to two individuals. This exchange involves indirect reciprocity (West & Turner, 2008, 226). In this study, generalized exchange is appropriate for defining communication between waiters and customers.

With good communication, the waiter always has a better relationship with the buyer. A good relationship creates mutual respect and respect between the two parties. Communication during service is a factor that can be done by waiters to express their roles and functions. One of the skills that a waiter must have is the ability to communicate effectively and easily to serve customers. Communication skills support the buyer's problem solving efforts and facilitate the provision of support through both medical and psychological services. Communication skills make it easier for waiters to build relationships with buyers. This affects professional satisfaction with the service.

Customer satisfaction is the level of consumer feelings after comparing between what he received and his expectations (Umar, 2005:65). A customer, if he is satisfied with the value provided by a product or service, is very likely to be a customer for a long time. According to Tjiptono and Chandra (2005), defining customer satisfaction is the customer's response to the evaluation of perceived discrepancies or disconfirmations between previous expectations and the actual performance of the product that is felt after its use. According to Kotler, customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (outcome) of the product in question with the expected performance (Kotler, in Rangkuti, 2005: 70).

Interpersonal Communication

The word communication or communication in English comes from the Latin communis which means "same", communico which means "to do the same thing" (to do together). , another similar Latin root. Communication shows that thoughts, meanings, or messages are shared (Mulyana, 2008: 46).

According to Hovland communication is the process of changing the behavior of others (communication in the process of change of others). On another occasion, communication is a systematic effort to formulate clearly the principles of conveying information and forming opinions and attitudes (Effendi, 2009: 10).

Interpersonal communication focuses on an intimate communication process with the aim that the message conveyed has an immediate effect. Therefore, interpersonal communication begins with a psychological approach that builds intimacy.

De Vito as quoted by Liliweri (1991:12) reveals that interpersonal communication is a message sent from one person to another, which states that the message has an immediate effect. Dan Barnlund said that interpersonal communication is communication that always involves spontaneous and unstructured encounters between two, three, or four people.

According to Mulyana (2009: 81) states that interpersonal communication is face-to-face communication between people where each participant can feel directly the reactions of other participants, both verbal and non-verbal. A special form of this communication is a duo involving only two people, such as two co-workers, a husband and wife, or two friends.

Following according to some experts define the term interpersonal communication according to their respective views, namely (Edi, 2014: 3-4):

1. As Joe Ayres said, "There is no unanimous definition of interpersonal communication among experts." Some people only label this interpersonal communication as one of the "levels" of the process or occurrence of communication between people.

2. Before Dean Barnlund described interpersonal communication as "the behavior of people in face-to-face meetings in informal social settings, engaging in focused interactions through the reciprocal exchange of verbal and nonverbal cues." Therefore, if there is a communicative process that does not trigger an exchange of verbal and nonverbal cues, the activity cannot be called a communicative process. For example, someone flirting in front of a statue. This activity is not considered interpersonal communication, as the statues cannot react, although interpersonal communication is possible.

3. According to Gerald Miller et al. Distinguish between interpersonal and nonpersonal communication. In non-personal communication, the information known to the participants involved is cultural or sociological (group membership). In contrast, participants in interpersonal communication perceive and respond based on the unique psychological characteristics of each individual.

4. According to John Steward and Gary D'Angelo, viewing interpersonal communication focuses on the quality of communication that radiates from each individual.

5. According to Muhammad, interpersonal communication is "the process of exchanging information between a person and at least one other person or usually between two people whose feedback can be immediately known".

Interpersonal communication has several benefits, including the ability to know oneself and others, learn about the outside world, and form more meaningful relationships, through interpersonal communication, people can release tension, change values and attitudes in life, receive entertainment, and entertain. others.

The Urgency of Interpersonal Communication in the Context of Satisfaction

Humans as social beings and orderly creatures, whose lives are built with reason, really need harmonious human relations or relationships. One of the ways to build harmony is through communication and interaction, in which in that relationship there are messages that need to be translated and interpreted in order to get a procedure that can build harmony.

Basically, humans besides wanting to live a harmonious life also really need a quality life from time to time. So, humans really need communication with other people to get messages that can construct themselves better and of higher quality. Because with communication, a person gets messages of advice, messages of criticism, and messages that are very valuable for the benefit of self-improvement.

Based on its characteristics, there are several things that make interpersonal communication needed in human life, including:

1) Interpersonal communication is needed to build more meaningful relationships. These more meaningful relationships are followed by face-to-face and heart-to-heart communication.

2) Interpersonal communication is necessary to enhance humanity. Human character development is more effectively achieved through sincere and compassionate communication.

3) Interpersonal communication is needed to get to know people with different characteristics. This recognition is important to feel mutual understanding and respect, although the most important thing is to advise each other. We didn't grow up or live together, we understand each other and contribute positively to each other.

4) Interpersonal communication is needed to train oneself to empathize with others. Lately, the sense of human opportunity has begun to be drained by lifestyles and the competitive pressures of individual global society so that they are dwindling. One of the steps that can be taken to minimize the lack of empathy is through empathetic communication as well. One of the empathic communication is interpersonal communication.

5) Interpersonal communication is needed to hone various intelligences, including language intelligence, interpersonal intelligence, and social intelligence. Humans as perfect creatures, it turns out, also have to hone various intelligences in their lives. Means to get that perfection, does not come just like that, but is obtained by various efforts and power. One way is through interpersonal communication.

6) Communication affects consumer satisfaction. Factors that influence consumer perceptions and expectations when purchasing an item or service are the needs and desires felt by the consumer when purchasing an item or service, past experience when consuming the item or service and the experiences of friends who have consume the goods or services and advertising.

2. RESEARCH METHODE

In this study, using the correlation method. The correlation method aims to find out how a variable relates to other variables. The relationship between one variable and several other variables is described by the magnitude and statistical significance of the correlation coefficient (Thoifah, 2016: 159). This study uses the correlation method to examine the relationship of interpersonal communication between waiters and customer satisfaction at the Jingkrak Chicken Restaurant, Tanjungbalai.

The population specified in this study is the Tanjungbalai Jingkrak Chicken Resto buyers. Based on the information obtained by the researchers, there were 2750 buyers who visited the Jingkrak Tanjungbalai Chicken Resto in 25 days. In this study, the population was more than 100, so the researchers used the Slovin formula to determine the sample size. The accuracy limit that researchers use is 10% and a 90% confidence level.

Rumus Slovin adalah sebagai berikut (Thoifah, 2015: 18):

$$n = \frac{N}{N.\,e^2 + 1}$$

Keterangan:

n   : jumlah sampel
e^2 : batas ketelitian yang diinginkan
N   : jumlah populasi

Berdasarkan rumus di atas, jumlah sampel yang dipilih adalah sebagai berikut:

$$n = \frac{2750}{2750\,(0.1)^2 + 1}$$
$$= 96,4$$
$$n = 97 \text{ orang}$$

Adapun variable dalam penelitian diuraikan dalam tabel berikut

Tabel 1

Variabel Penelitian

No.	Variabel Teoritis	Variabel Operasional
1.	Independent Variable (X) Interpersonal communication of Tanjungbalai Jingkrak Chicken Resto waiters	Openness Empathy Supportive attitude positive attitude equality
2.	Bound Variable (Y) Buyer satisfaction of Tanjungbalai Jingkrak Chicken Resto	Compatibility with information needs Totality in providing services Fun and convenience
3.	Characteristics of Respondents	Gender Age Work Visit frequency

Data collection techniques are techniques or methods that can be used by researchers in collecting data (Kriyantono, 2006: 91). Data collection in this study was carried out through observation, questionnaires and documentation.

In principle, science is a process, so hypothesis testing is an ongoing process. However, when analyzing the results of a hypothesis test, avoid statements such as "the hypothesis is proven" or statements that imply conclusive certainty. The analysis recommended in data or findings is often or supports the hypothesis (Prasetyo & Jannah, 2014: 78).

In this study, testing the hypothesis using the Spearman's Rho Rank-Order Correlation formula by Spearman to find the relationship between interpersonal communication between waiters and customer satisfaction at the Jingkrak Chicken Restaurant, Tanjungbalai. The Spearman correlation formula is as follows:

$$\rho = 1 - \frac{6\Sigma d}{n(n^2 - 1)}$$

Keterangan:

ρ : correlation coefficient

1 : number one, constant number

6 : number six, a constant number

Σd : the sum of the squares of the difference between the two rankings

n : number of samples

3. RESULT AND ANALYSIS

Table 2
Frequency of Customers Visiting the Tanjungbalai Prancing Chicken Restaurant in One Month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very rarely	4	4,1	4,1	4,1
	Seldom	30	30,9	30,9	35,1
	Often	56	57,7	57,7	92,8
	Very often	7	7,2	7,2	100,0
	Total	97	100,0	100,0	

This table shows the number of visits by respondents to the Jingkrak Chicken Restaurant in Tanjungbalai in a month. Based on the data obtained, 4 out of 97 people with a percentage of 4.1% visit the Tanjungbalai Jingkrak Chicken Restaurant very rarely in a month. Furthermore, 30 out of 97 people with a percentage of 30.9% visited the Jingkrak Tanjungbalai Chicken Restaurant rarely in a month. Furthermore, 56 out of 97 people with a percentage of 57.7% visited the Jingkrak Tanjungbalai Chicken Restaurant frequently within a month. Finally, 7 out of 97 people with a percentage of 7.2% visit the Tanjungbalai Jingkrak Chicken Restaurant Very Frequently in a month.

Table 3

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-28 years	43	44,3	44,3	44,3
	29-39 years	21	21,6	21,6	66,0
	40-50 years	30	30,9	30,9	96,9
	51-61 years	3	3,1	3,1	100,0
	Total	97	100,0	100,0	

Based on the data obtained from the table above, 43 out of 97 people with a percentage of 44.3% are in the age range of 18 to 28 years. Then, 21 out of 97 people with a percentage of 21.6% were in the age range of 29-39 years. Furthermore, there were 30 out of 97 people with a percentage of 30.9% who were in the age range of 40-50 years and 3 out of 97 people with a percentage of 3.1% who were in the age range of 51-61 years.

The author examines the characteristics of respondents based on gender. Based on the data obtained properly, the respondents in this study were mostly women. This is evident from the percentage which shows that 61.9% or the equivalent of 60 out of 97 people are female. This number is inseparable from the fact that women visit the Jingkrak Tanjungbalai Chicken Restaurant more often, both to meet colleagues, or just to enjoy food, than men. The percentage of male respondents was 38.1% or equivalent to 37 out of 97 people. The range of the number of female and male respondents is quite far.

Researchers also load the characteristics of respondents based on work. Based on the data obtained, the entrepreneur dominates the work of the respondents, namely 35 out of 97 people (36.1%). Students become jobs for 21 of the 97 respondents who have a percentage of 21.6%. Furthermore, respondents with private employee jobs amounted to 17 out of 97 people. Respondents with a percentage of 17.5% have jobs outside of the options listed by researchers, such as housewives and temporary workers. As many as 6 out of 97 respondents (6.2%) work as civil servants. Finally, the number of respondents who work as private employees is 1 out of 97 people, equivalent to 1%.

The results of the research contain data about the intensity of the buyer communicating with the waiter. Based on the data obtained, as much as 87.6% of the 97 respondents often communicate with waiters. The 85 respondents communicated with the barista about favorite menus, drink or food recommendations. As many as 12.4% of the 97 respondents considered themselves to communicate very often with waiters. Respondents who often communicate usually discuss things that are more than just the menu at that time. Respondents, totaling 12 people, usually discussed daily news, daily activities, and about the work environment of waiters.

Data from the research results show the intensity of giving a sincere smile from the waiter to the buyer. As many as 82 out of 97 respondents feel the sincere smile of the waiter often occurs among them. Respondents saw this from eye contact, body language, radiant faces, cheerful smiles without forcing them to smile with three fingers and reflexes. As many as 84.5% of these respondents considered that the waiter enjoyed his job so that he served the waiter with pleasure which was reflected in their sincerity in giving a smile. Not a few respondents who very often receive genuine smiles from the servers at the Jingkrak Chicken Restaurant. As many as 15 respondents (15.5%) rated the smile of the barista positively. This is based on their experience which is always served very friendly and full of smiles. Another respondent who very often received the waiter's sincere smile noticed that the waiter's smile touched the corner of the eye which was interpreted as sincerity.

The results of the study show that sincere smiles and polite speech support communication between waiters and buyers. As much as 75.3% of 97 respondents (73 people) agreed with the statement that sincere smiles and polite words make good communication between waiters and buyers. The reason they agree with this is that the buyer will do the same thing if necessary, so that communication will run positively. In addition, they also feel attracted to come back because of the attitude shown by the waiter through smiles and words. Respondents felt more appreciated with sincere smiles and words given by the waiter.

Through the results of observations and questionnaires, it can be seen clearly that the majority of respondents felt a good welcome from the waiter when visiting the Jingkrak Chicken Resto where as many as 83 people with a percentage of 85.6% of 97 respondents agreed with the statement that the waiter gave a good welcome when he came to the restaurant. Prancing Chicken and 14 people with a percentage of 14.4% of 97 respondents voted strongly agree with this statement.

The research shows the attitude of the waiter who always considers the buyer as something important. There were 76.3% of the total respondents or the equivalent of 74 people who agreed with this statement and even 21 other people 21.6% strongly agreed it was considered that way. Some of the things they make proof that the waiter really makes his customers king and treats them perfectly. The waiter will clean the table before being used by the respondent, say hello and thank you and serve the respondent seriously. The waiter also did not hesitate to apologize when the respondent waited too long.

Hypothesis test

After completing the single table and cross table, the researcher takes the next step, namely testing the hypothesis. Testing this hypothesis aims to determine whether the hypothesis in this study is rejected or accepted. This hypothesis includes the independent variable (X) Interpersonal Communication of Tanjungbalai Jingkrak Chicken Restaurant Waitress and the dependent variable (Y) with Customer Satisfaction of Tanjungbalai Prancing Chicken Restaurant.

Before testing the relationship of variable X to variable Y, the researcher first tested the level of relationship between the two variables using the Spearman's Rho Rank-Order Correlation formula by Spearman using SPSS version 26 software. Spearman's bivariate correlation test results were obtained as follows:

Tabel 4.
Uji Hipotesis

Correlations

			Komunikasi Antarpribadi Pelayan Resto Ayam Jingkrak Tanjungbalai	Kepuasan Pembeli
Spearman's rho	Interpersonal Communication of Tanjungbalai Jingkrak Chicken Restaurant Waitress	Correlation Coefficient	1,000	,564[**]
		Sig. (2-tailed)	.	,000
		N	97	97
		Correlation Coefficient	,564[**]	1,000
		Sig. (2-tailed)	,000	.
		N	97	97

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the correlation results using the Correlation Coefficient formula by Spearman in the table above, H_0 is rejected if the significance is <0.05 (Eriyanto, 2011:363). The correlation between interpersonal communication between waiters and customer satisfaction at the Jingkrak Chicken Restaurant in Tanjungbalai is 0.000 <0.05, so H_o is rejected and H_a is accepted. Based on these results, a conclusion can be drawn that there is a significant correlation between interpersonal communication relationships with waiters and customer satisfaction at the Jingkrak Chicken Restaurant, Tanjungbalai.

Furthermore, to see the high and low correlation, the Guilford scale is used, which is as follows (Kriyantono, 2006: 169):

0   : no correlation
<0,20   : very low correlation
0,20 – 0,40 : low correlation but sure
0,41 – 0,70 : significant correlation
0,71 – 0,90 : high correlation; strong

0,91 – 1,00 : very high correlation; very strong; reliable
   1   : perfect correlation

Based on the results of the correlation using the Correlation Coefficient formula by Spearman in the table above, the Spearman correlation coefficient (rho) for the interpersonal communication variable of the waiter is 0.564. Using the Guilford scale, the result of 0.564 shows a significant correlation.

The magnitude of the power of influence (D) of interpersonal communication between the waiter and the buyer of the Jingkrak Tanjungbalai Chicken Restaurant can be determined based on the calculated r_s value. The strength of influence in this study is also called the determinant test which can be calculated using the following formula

$$D = r_s^2 . 100\%$$
$$= (0{,}564)^2 \times 100\%$$
$$= 0{,}318 \times 100\%$$
$$D = 31{,}8\%$$

So it can be concluded that the coefficient of determinant shows that the relationship between interpersonal communication between waiters and customer satisfaction at the Jingkrak Chicken Restaurant in Tanjungbalai is 31.8%, while the remaining 68.2% is influenced by other factors.

DISCUSSION

Communication cannot be separated from human life. In every relationship there must be communication, including the relationship between the waiter and the buyer. The context of interpersonal communication occurs in the relationship. As is known, interpersonal communication refers to communication that occurs directly between two people (Mulyana, 2009:81). This is in accordance with the communication carried out by the waiter with the buyer, which is direct and consists of two people who interact with each other.

Interpersonal communication is communication that always involves spontaneous and unstructured meetings between two, three, or four people as stated by Dean Barnlund (Liliweri, 1991:12). Interpersonal communication between the waiter and the buyer occurs spontaneously because of the interests of both parties, the buyer needs service and the waiter responds because it is his job. The communication started aimlessly first, everything just happened when the buyer arrived at the Prancing Chicken Restaurant. Communication that occurs back and forth between the waiter and the buyer. For example, when the waiter offers a product, the buyer will respond even though the response is not always positive. Interpersonal communication that is established uses meanings such as smiles and results in something.

Through this research, the characteristics of interpersonal communication have been fulfilled in the relationship between the waiter and the buyer. This study has proven that there is a relationship between interpersonal communication between waiters and buyer satisfaction through several aspects, such as openness, empathy, supportive attitude, positive attitude, and equality (Suranto, 2011: 82). The openness of the waiter to communicate with the buyers of the Tanjungbalai Jingkrak Chicken Restaurant. This openness influences the waiter's way of speaking and genuine smiles. Empathy is the way the waiter tries to understand what the buyers of the Tanjungbalai Jingkrak Chicken Restaurant want. A supportive attitude is the flexible attitude of the waiter when communicating with buyers of the Tanjungbalai Jingkrak Chicken Resto. Positive attitude, namely the friendliness of the waiter in interacting with buyers of the Tanjungbalai

Jingkrak Chicken Resto and the positive attitude of the waiter seen from the smiles, greetings, greetings, and thanks. And equality is the way the waiter places himself and the buyer.

Social exchange has several forms, including direct exchange, generalized exchange, and productive exchange (West and Turner, 2008: 226). In this study, generalized exchange is appropriate for defining communication between waiters and customers. Generalized exchange is an exchange where the reciprocity that occurs involves social networks and is not limited to two individuals. This exchange involves indirect reciprocity. This can be seen clearly when the waiter establishes communication with the buyer, so the buyer feels comfortable at the Prancing Chicken Resto.

In this study, respondents rated waiters as having openness in communication because they gave genuine smiles and spoke politely. This openness is believed by respondents to make the communication relationship between the waiter and the buyer well established. In addition, respondents also believe that waiters have high empathy for buyers. This can be seen through the waiter's ability to understand the buyer's feelings through facial expressions, the good attitude of the waiter after knowing the buyer's feelings, and the accuracy and attitude of the waiter towards the product that the buyer chooses is good and supports the buyer's taste.

The relationship between the interpersonal communication of the waiter and the satisfaction of the buyer can be assessed well by the respondents also through the flexible attitude of the waiter in communicating. This attitude is able to make customers feel valued because the communication used is in accordance with the buyer. The flexible attitude of the waiter also supports the creation of comfort for buyers as if they were talking to people at home. This is what makes respondents think that the flexible attitude of the waiter supports the creation of a "third home" atmosphere at the Prancing Chicken Resto. In addition, the flexible attitude and comfort shown by the waiters convince customers to come back to the Prancing Chicken Resto on another occasion.

Respondents rated everything the waiter did while the customer was at the Prancing Chicken Restaurant. The waiter's positive attitude begins with a warm welcome when a new customer arrives, a friendly greeting to address the buyer, and every time he says thank you when the buyer finishes a transaction or leaves the Prancing Chicken Resto. These things make the buyer always feel valued by the waiter. Buyers assess the good service of the waiter and are satisfied with the quality of communication shown by the waiter from start to finish.

The Jingkrak Chicken Resto as a restaurant has value like other restaurants. One of the values of Resto Ayam Jingkrak is to provide customers with comfort as if they were in a "third home". This value was successfully realized by the Prancing Chicken Resto, as evidenced by the respondents' assessment of the suitability of the buyer's comfort.

This research proves that restaurant representatives in the community are able to shape people's views of the restaurant in question. In this study, it is clear that the relationship between interpersonal communication by the waiter influences the customer's view of satisfaction with the Jingkrak Chicken Resto. Waiters who are able to establish interpersonal communication through openness, empathy, positive attitudes, supportive attitudes, and equality make buyers give a positive view of Prancing Chicken Resto. The waiter has shown a good reflection of the restaurant to the buyer.

The results of Nurul Jannah's research (2019) show that there is a strong relationship between interpersonal communication variables and user satisfaction variables. The better the interpersonal communication of the library staff, the higher the level of user satisfaction at the South Sumatra Province Library Service. So that by increasing the interpersonal communication services of library staff, the level of user satisfaction will increase.

4. CONCLUSION

Based on the assessment and answers of respondents, the relationship between interpersonal communication between waiters and customer satisfaction is good. Interpersonal communication of waiters is positively assessed through openness, empathy, supportive attitude, positive attitude, and equality to buyers. Waiters can show openness through a sincere smile, and polite speech. Meanwhile, empathy is shown from the ability of the waiter to understand the feelings of the buyer through facial expressions and the accuracy of the product offering with the wishes of the buyer. The waiter also shows a supportive attitude towards the buyer by being flexible which makes their communication well established. The things above support the positive attitude of the waiter which has been shown since the buyer arrived at the Jingkrak Chicken Restaurant, namely giving a warm welcome and greeting and thanking him after the buyer completed the transaction and left the Jingkrak Chicken Restaurant. The interpersonal communication of the waiter makes the buyer feel valued and comfortable to be at the Prancing Chicken Resto as if he were at home.

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