


# The Influence of Employee Performance and Service Quality on Customer Satisfaction at Bernard's Guesthouse Tuktuk Siadong Samosir

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p>Received Dec 8, 2023 Revised Dec 15, 2023 Accepted Dec 28, 2023</p> <p><b>Keywords:</b></p> <p>Employee Performance, Service Quality, Customer Satisfaction</p>	<p>This study aims to determine the effect of employee performance and service quality on customer satisfaction at Bernard's Guesthouse Tuktuk Siadong Samosir. The research method used is descriptive quantitative method with data analysis, namely validity test, reliability test, normality test, multicollinearity test, heteroscedasticity test, simple linear regression analysis, multiple linear regression analysis, coefficient of determination (<math>r^2</math>), and hypothesis testing. The population in this study were all employees at Bernard'S Guest House as many as 30 people. The data source of this research is primary data by using a research instrument in the form of a questionnaire. The results of this study indicate that partially employee performance variables (X1) and service quality variables (X2) have a significant positive effect on customer satisfaction (Y) at Bernard's Guesthouse Tuktuk Siadong Samosir.</p> <p><i>This is an open access article under the <a href="#">CC BY-NC</a> license.</i></p> 

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## 1. INTRODUCTION

Guest House is a form of public service that offers a service in terms of providing temporary accommodation and is needed by anyone at a certain time. Officially, the guest house business includes providing accommodation with all the basic facilities such as bed, bathroom, dressing table, wardrobe, TV, AC, chairs and table, WIFI, waiting room, provision of breakfast and rental of extra beds. Since 2016 Bernard'S Guest House was founded, consisting of 3 floors with 33 rooms with different price variations. Due to the large number of competitions for lodging, all guests who stay overnight definitely really want and pay attention to the performance, quality and satisfaction in the service of each lodging.

As we all know, employee performance greatly influences the level of success in a company. Good employee performance will follow good results in the company's business development. On the other hand, poor employee performance will also have a negative impact on the company's success. The results of employee performance can be assessed from the aspects of quality, quantity, working time and also cooperation in achieving the goals set by the company. It all depends on the quantity and time used by employees in doing their work. Employee performance factors can also be seen from working time, tardiness, number of absences and length of employee work period.

In a company, high and low levels of employee performance can be caused by several factors. It is known that employee performance appraisal is the most important part of the company's work process, therefore employees will need these factors to encourage and support increased employee performance within the company. The effect of increasing employee performance can be obtained from within the employee himself or from the environment around which the employee works. Employee performance can increase when working if employees understand how they should do their work. In this case, the company will usually provide provisions or preparation for each new employee to become more familiar with their work and will continue to provide learning guidance over time with the aim of ensuring that employees are able to continue developing their abilities at work.

Service quality can be interpreted as the level of consumer satisfaction. Where this is obtained by comparing one type of service with other similar services. So, guests can find out the comparison of the level of service quality between companies A and B. Service quality is considered good if the service provided is in accordance with what guests expect, while if it exceeds what guests expect, then it can be said that the service is very satisfying. However, sometimes there are also services that do not match what guests expect. This service is said to be bad, if it is felt that the company cannot fulfill guests' wishes, either through products or through company services. Consumer satisfaction can be created if consumers feel satisfied with the service they receive, one of which is influenced by aspects of service quality. In response to the development of increasingly competitive competition, entrepreneurs operating in the hospitality sector are asked to improve the quality of service so that they can meet the needs and desires of consumers in order to compete and be able to develop in highly competitive conditions. Customer satisfaction is very important to build a more advanced business to increase profits for the company.

Understanding customer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression of performance and his expectations. Customer satisfaction is a response from consumers regarding the performance that has been provided in accordance with customer expectations. Customer satisfaction is a level where the needs, desires and expectations of customers can be met which will result in repeat purchases or continued loyalty. The importance of customer satisfaction for business people is to maintain the survival of the business in the long term. Customer satisfaction is a company's benchmark for how things will go in the future or there are even some things that need to be changed because customers feel dissatisfied or disadvantaged. If consumers are not satisfied, of course they will not come back and may also complain about their dissatisfaction to other consumers. Of course, this will be a threat to the entrepreneur. Widodo in Wedarini (2012:28) states that someone who buys again and tells others about their good experience with the product can be said to be a satisfied customer. Customer satisfaction can not only be achieved by service quality, but there are other factors that can support the fulfillment of consumer satisfaction.

OleTherefore, Bernard'S Guest House is required to always maintain customer trust and improve the quality of service and provision of facilities so that customer satisfaction increases. Bernard's Guest House needs to carefully determine customer needs in an effort to fulfill desires and increase satisfaction with the services and facilities provided. Establishing relationships and conducting research on them is necessary so that the services provided are as expected.

## 2. METHOD

The type of research used is quantitative research. Researchers want to know the causal relationship between employee performance, service quality and customer satisfaction at Bernard's Guesthouse Jalan Ringkar Tuktuk Number 30, Tuktuk Siadong, Samosir 22395 Indonesia.. Quantitative Research is a research approach that requires a lot of use of numbers, starting from data collection, interpretation of that data, and the appearance of the results. This research conducted in Bernard's Guesthouse Tuktuk Ring Road Number 30, Tuktuk Siadong, Samosir 22395 Indonesia. The time of this research starts from May 2020 to July 2020. *Variable* Research is called the meaning that has been chosen by the researcher to obtain information and data that can be studied, then look for conclusions. In this research method, the author uses 2 variables, namely the dependent variable and the independent variable (Sugiyono, 2017: 3)

The population in this research is all employees Bernard's Guesthouse Tuktuk Siadong, Samosir. The sample in this research were employees at Bernard's Guesthouse Tuktuk Siadong, Samosir.

**Table 1.** Individual Personnel Data Sample at Bernard's Guesthouse Tuktuk Siadong, Samosir

No	Employment status	Woman	Man	Amount
1	Manager		1	1
2	Manager's Secretary	1		1
3	Receptionist	3		3
4	Housekeeping	3	3	6
5	Food Production	4		4
6	Sales marketing	1	1	2
7	Cleaning Service	4	4	8
8	Security guard		3	3
9	Laundry	2		2
<b>Amount</b>		<b>18</b>	<b>12</b>	<b>30</b>

To compile a scientific work, data is needed, namely in the form of primary and secondary data. To obtain data, especially primary data, this research used observation and questionnaire collection techniques. One of the characteristics of qualitative research is that the researcher acts as an instrument as well as a data collector. Therefore, in qualitative research, the presence of the researcher is absolute, because the researcher must interact with the environment that exists in the research arena. As a recorder of information submitted by respondents. As a tool for organizing the interview process. As a means of evacuating the work performance of research staff. Validity and reliability measurement instruments were also used in this research.

Data analysis is the process of inspecting, cleaning and modeling data with the aim of finding useful information, informing conclusions and supporting decision making, while the assumption test is basically one of the tests used as a statistical requirement. The analysis technique used is the classic assumption test, namely the normality test, multicollinearity test, heteroscedasticity test and coefficient of determination test (R<sup>2</sup>). Simple Linear Regression Analysis, namely: Simple linear regression analysis is used to measure the magnitude of the influence of an independent variable or variable X on the dependent variable or variable Y. Simple linear regression model

:  $Y = a + bx$ .....

Where:

Y : Dependent variable

a : Constant

X : Independent variable

b : Regression coefficient

Multiple Linear Regression Analysis namely,

Where:

Y : Customer satisfaction

X<sub>1</sub> : Employee performance

X<sub>2</sub> : Service quality

b<sub>1</sub> : Variable regression coefficient between X<sub>1</sub> and Y

b<sub>2</sub> : Variable regression coefficient between X<sub>2</sub> and Y

a : Constant

e : Standard error

The hypothesis test used is a partial test (T test) and a simultaneous test (F test)

**Formula :**

$$F = \frac{R^2}{(1-R^2) \cdot (nk-1)}$$

Information:

F :calculated value  
 R<sup>2</sup> :multiple correlation coefficient  
 k :number of independent variables  
 n :number of samples

Testing Criteria:

1. H<sub>0</sub> is accepted and H<sub>a</sub> is rejected if F calculated  $\leq$  F table, so there is no significant influence of X<sub>1</sub> and X<sub>2</sub> on Y.
2. H<sub>0</sub> is rejected and H<sub>a</sub> is accepted if F count > F table, so there is a significant influence of X<sub>1</sub> and X<sub>2</sub> on Y.

### 3. RESULTS AND DISCUSSION

The characteristics of respondents are described based on age, gender, highest level of education when working at BERNARD'S guest house.

**Table 2.** Characteristics of respondents based on age can be seen in

Age (year)	Amount (person)	(%)
20-25	18	60
26-30	10	33.3
31-35	2	6.6
Amount	30	100.0

**Source: Research Results, 2022 (Processed Data)**

**Table 3.** Characteristics of respondents based on gender can be seen in

Gender	Amount (person)	(%)
Man	12	40
Woman	18	60
Amount	30	100.0%

**Source: Research Results, 2022 (Processed Data)**

**Table 4.** Characteristics of respondents based on gender can be seen at

Type of Education	Amount (person)	(%)
SENIOR HIGH SCHOOL	24	80
D III	2	6.6
S1	4	13.3
AMOUNT	30	100.0%

**Source: Research Results, 2022 (Processed Data)**

This test is taken from the SPSS Cronbach Alpha output in the Correlated Item – Total Correlation column. The basis for taking the Pearson validity test is by comparing the rcount value with rtable

- 1) if the value of rcount > rtable then the questionnaire is declared valid
- 2) if the rcount value < rtable then the questionnaire is declared invalid
- 3) if the probability (sig)  $\leq$  0.05 then the questionnaire items are declared valid, conversely if the probability (sig)  $\geq$  0.05 then the questionnaire is declared invalid.
- 4) How to find the rtable value with N=30 at 5% significance in the distribution of statistical rtable values, then the rtable value is 0.361.

For complete results of the validity and reliability tests, see the following table

**Table 5.** Validity test

NO	Variable	Question items	rcount	rtable (5%)	Sig <0.5	Note
1.	<b>Performance Employees (X1)</b>					
	Quality	X1.1	0.738	> 0.3	0.00	Valid

	Responsibility	X1.2	0.860	> 0.3	0.00	Valid
	Ability	X1.3	0.599	> 0.3	0.00	Valid
	Presence	X1.4	0.470	> 0.3	0.00	Valid
	Cooperation	X1.5	0.440	> 0.3	0.01	Valid
2.	<b>Service quality (X2)</b>					
	Reliability	X2.1	0.552	> 0.3	0.02	Valid
		X2.2	0.615	> 0.3	0.00	Valid
		X2.3	0.537	> 0.3	0.02	Valid
	Responsiveness (responsiveness)	X2.4	0.545	> 0.3	0.02	Valid
		X2.5	0.766	> 0.3	0.00	Valid
	Assurance ( Guarantee )	X2.6	0.416	> 0.3	0.02	Valid
		X2.7	0.478	> 0.3	0.08	Valid
	Attention (Empathy)	X2.8	0.681	> 0.3	0.00	Valid
		X2.9	0.763	> 0.3	0.00	Valid
		X2.10	0.630	> 0.3	0.00	Valid
	Physical Evidence (tagibility)	X2.11	0.532	> 0.3	0.02	Valid
		X2.12	0.509	> 0.3	0.04	Valid
		X2.13	0.610	> 0.3	0.00	Valid
3	<b>Customer Satisfaction (Y)</b>					
	Price	Y.1	0.788	> 0.3	0.00	Valid
		Y.2	0.594	> 0.3	0.00	Valid
	Comfort	Y.3	0.624	> 0.3	0.00	Valid
		Y.4	0.762	> 0.3	0.00	Valid

Source: SPSS 25 results

The basis for taking the CRONBACH ALPHA reliability test according to Wiratna Sujerweni (2014), the questionnaire is declared reliable if:

$\alpha > 0.60$  means the instrument is reliable

$\alpha < 0.60$  means the instrument is not reliable

Table 6. Reliability Test

Variable	Croanbach Alpha	Information
Employee Performance (X1)	0.632	Reliable
Service Quality (X2)	0.843	Reliable
Customer Satisfaction (Y)	0.630	Reliable

Source: author's documentation

### Classic assumption test

#### Normality test

Normality tests can be tested based on PP Plot tests, histogram and T testses kolmogorov- Smirnov.

**Table 7.** Normality test via Kolmogorov Smirnov  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		30
Normal Parameters, b	Mean	,0000000
	Std. Deviation	1.18180142
Most Extreme Differences	Absolute	,121
	Positive	,099
	Negative	-,121
Statistical Tests		,121
Asymp. Sig. (2-tailed)		,200c,d

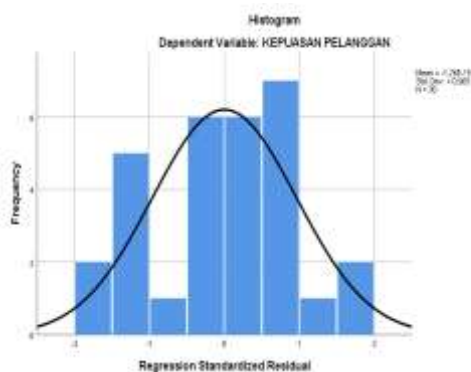
a. Test distribution is Normal.

b. Calculated from data.

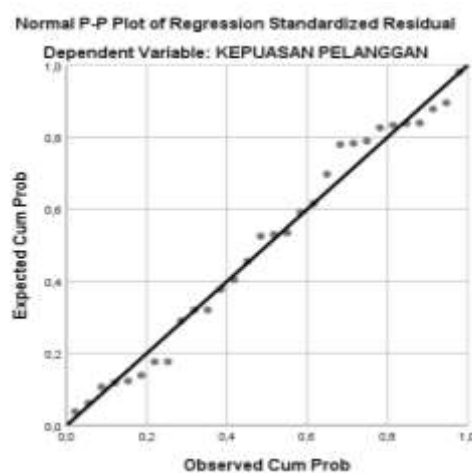
c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the results of the normality test, it is known that the significance value is  $0.200 > 0.05$ , so it can be concluded that the residual value is normally distributed.



**Figure 1.** Normality test via Histogram



**Figure 2.** Residual PP Plot Normality Test

Based on Figure 2 Probability Plot above, it can be seen that the residual points are spread around the diagonal line. This means that the residuals are declared to be normally distributed. Thus the assumption of normality is met.

### Multicollinearity Test

The multicollinearity test is intended to determine whether there is a correlation or not between independent variables in the model formed. In the regression model, it is hoped that the independent variables will not correlate with each other. To detect Whether there is multicollinearity or not can be determined by looking at the Variance Inflation Factor (VIF) value or tolerance value of each independent variable. to the dependent variable. If the VIF value is smaller than 10 or the tolerance value greater than 0.1 then the model is declared to have no symptoms of multicollinearity. The results of testing the multicollinearity assumption can be seen from the following table:

**Table 8.**Multicollinearity Test Results

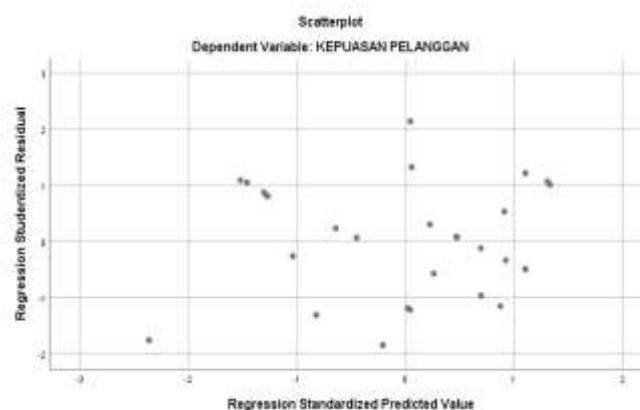
Independent Variable	Collinearity Statistics	
	Tolerance	VIF
Employee performance	0.975	1,026
Service quality	0.975	1,026

Based on table 8, it is known that the VIF value of the employee performance variable (X1) and the service quality variable (X2) is  $1.026 < 10$  and the tolerance value is  $0.975 > 0.1$ , so there is no multicollinearity in the data.

### Heteroscedasticity Test

The heteroscedasticity assumption is used to determine whether the residuals have a homogeneous variance or not. When testing the heteroscedasticity assumption, it is expected that the residuals will have a homogeneous variance. Testing the heteroscedasticity assumption can be seen based on the scatter plot. The residual is said to have a homogeneous variety if the residual points in the scatter plot are spread randomly. The following are the results of identifying the heteroscedasticity assumption

### Results of Heteroscedasticity Analysis of Employee Performance and Service Quality on Customer Satisfaction



**Figure 3.** Scatter plot

From Figure 3 above, Employee Performance and Service Quality on Customer Satisfaction shows that the data points are spread randomly and spread both above and below the number 0 on the Y axis, the points do not gather above or below, and do not form certain patterns so that it can show that heteroscedasticity does not occur in the model.

### Simple Linear Regression Test

Simple linear regression analysis is used to measure the magnitude of the influence of one independent variable or variable X on the dependent variable or variable Y. Following are the results of the simple linear regression test:

**Table 9.**Results of Simple Linear Regression Testing Hypothesis I Employee Performance (X1) on Customer Satisfaction (Y)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,036	3,752		3,740	,001
	Employee performance	,114	,181	,119	,632	,000

a. Dependent Variable: CUSTOMER SATISFACTION

From table 9 above, the regression coefficient value is positive, so it can be said that Employee Performance (X1) has a positive effect on Customer Satisfaction (Y), so the regression equation is  $Y = 14.036 + 0.114 X1$  means there is a positive correlation. Where the Employee Performance variable (X1) has a positive effect on Customer Satisfaction (Y).

**Table 10.**Simple Linear Regression Test Results Hypothesis II Service Quality (X2) on Customer Satisfaction (Y)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,890	2,432		2,011	,002
	SERVICE QUALITY	,231	,049	,668	4,753	,000

a. Dependent Variable: CUSTOMER SATISFACTION

From table 10 above, the regression coefficient value is positive, so it can be said that Service Quality (X2) has a positive effect on Customer Satisfaction (Y), so the regression equation is  $Y = 4.890 + 0.231 X2$  means that Service Quality (X2) has a positive influence on Customer Satisfaction (Y)

### Multiple Linear Regression Test

Multiple linear regression is a regression model that involves more than one independent variable. Multiple linear regression analysis was carried out to determine the direction and how much influence the independent variable has on the dependent variable (Ghozali, 2018)

**Table 11.**Results of Multiple Linear Regression Testing Employee Performance (X1) Service Quality (X2) on Customer Satisfaction (Y)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,658	3,516		1,325	,196
	EMPLOYEE PERFORMANCE	,013	,140	,013	,093	,003
	SERVICE QUALITY	,230	,050	,666	4,595	,000

a. Dependent Variable: CUSTOMER SATISFACTION

Based on table 4.13, the results obtained from the regression coefficients, the regression equation can be formed as follows:



$$Y = a + b_1X_1 + b_2X_2 + e$$

$$\text{Then, } Y = 4.658 + 0.013 X_1 + 0.230 X_2 + e$$

The multiple linear regression equation model resulting from this analysis can be interpreted as follows:

- a. The constant value (a) shows the value of Customer Satisfaction (Y). The variables Employee Performance (X1) and Service Quality (X2) are declared constant with a Customer Satisfaction value of 0.4658.
- b. The regression coefficient for the Employee Performance variable is positive, namely 0.013. This coefficient states that there is a positive influence between Employee Performance (X1) and Customer Satisfaction (Y), if the employee performance is better, Customer Satisfaction will increase by 0.013.
- c. The regression coefficient for the Service Quality variable has a positive value of 0.23. This coefficient states that there is a positive influence between Service Quality (X2) and Customer Satisfaction (Y), meaning that for every increase in Service Quality (X2), customer satisfaction (Y) will increase by 0.230.

### Coefficient of Determination Test (R2)

**Table 12.** Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,668a	,447	,406	1,225
a. Predictors: (Constant), SERVICE QUALITY, EMPLOYEE PERFORMANCE				

Based on table 12, the influence of the R Square coefficient (R2) is 0.447 or 44.7%, so it can be concluded that the influence of employee performance variables on customer satisfaction is 0.447 or 44.7% and the remaining 53.3% is influenced by other variables that have been determined carefully in this research.

### Hypothesis testing

Hypothesis testing is a decision-making method based on data analysis, both from controlled experiments and observations.

### T Test (Partial)

The T test basically shows how far the influence of an independent variable individually is in explaining variations in the dependent variable tested at a significance level of 0.05 (Ghozali, 2013: 19). T (Partial) test provisions are as follows:

1. If the significance value is <0.05 or the calculated t value is > greater than the t table value then there is an influence of variable X on variable Y
2. If the significance value is > 0.05 or the calculated t value is < the t table value then there is no influence of variable X on variable Y

**Table 13.** Partial T Test Results  
X1→Y

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14,036	3,752		3,740	,001
	EMPLOYEE PERFORMANCE	,114	,181	,119	2,632	,002
	a. Dependent Variable: CUSTOMER SATISFACTION					

**Formula:  $t_{table} = t ( \alpha / 2 : n - k - 1 )$**

$$\alpha = 5\% = t ( 0.05 / 2 : 30 - 2 - 1 )$$

$$= 0.025 : 27$$

$$= 1.073$$

### Hypothesis I Employee Performance (X1)

The t-count value for the employee performance variable is 2.632 and a significance level of 0.007. Then the value in the 5% distribution table (0.05) is 1.073. Then the value of  $t_{count} > t_{table}$  ( $2.632 > 1.073$ ), which means H1 is accepted and H0 is rejected. This is reinforced by the significance value ( $0.002 < 0.05$ ), then there is a reason for H1 to be accepted and H0 to be rejected. So it can be interpreted that employee performance has a significant effect on customer satisfaction at BERNARD'S guest house. Which means employee performance has a positive effect on customer satisfaction

**Table 14. Partial T Test Results  
X<sub>2</sub> → Y**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,890	2,432		2,011	,054
	SERVICE QUALITY	,231	,049	,668	4,753	,000

a. Dependent Variable: CUSTOMER SATISFACTION

### Hypothesis II Service Quality (X2)

The calculated value for the service quality variable is 4.753 and a significance level of 0.000. Then the value in the 5% distribution table (0.05) is 1.073. Then the value of  $t_{count} > t_{table}$  ( $4.753 > 1.073$ ), which means there is a strong reason for H2 to be accepted and H0 to be rejected. This is reinforced by the significance value ( $0.000 < 0.05$ ), so there is a reason for H2 to be accepted and H0 to be rejected. So it can be interpreted that Service Quality has a significant influence on Customer Satisfaction at BERNARD'S guest house, which means that Service Quality can have an impact on Satisfaction Customer.

### F Test (Simultaneous)

The simultaneous test basically shows whether all the independent variables (employee performance and service quality) included in the regression model have a joint influence on the dependent variable (customer satisfaction) (Ghozali, 2013: 98). T (Partial) test provisions are as follows:

1. If the significance value is  $< 0.05$  then there is a simultaneous influence of variable X on variable Y
2. If the significance value is  $> 0.05$  then simultaneously there is no influence of variable X on variable Y

**Formula:  $t_{table} = f ( k - 1 : n - k )$**

$$F ( 3 - 1 : 30 - 3 )$$

$$F ( 2 : 27 )$$

**Table 15. Simultaneous Test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32,697	2	16,349	10,898	,000 <sup>b</sup>
	Residual	40,503	27	1,500		
	Total	73,200	29			

a. Dependent Variable: CUSTOMER SATISFACTION

b. Predictors: (Constant), SERVICE QUALITY, EMPLOYEE PERFORMANCE

Based on table 15 above, it shows that Fcount is 10,898 while the results of the F distribution table with a significance level of 5% (0.05) is 3.34. This means  $F_{count} > F_{table}$  ( $10,898 > 3.34$ ), then there is a strong reason that H3 is accepted and H0 is rejected. Strengthened by the significant value

( $0.000 < 0.05$ ), there are reasons for H3 to be accepted and H0 to be rejected. So the calculation concludes that the variables Employee Performance (X1) and Service Quality (X2) simultaneously influence the dependent variable, namely Customer Satisfaction (Y).

#### 4. CONCLUSION

Based on the results of the research conducted, the following conclusions can be obtained, There is an influence between Employee Performance and Customer Satisfaction at Bernard's Guesthouse Tuktuk Siadong, Samosir. This is proven in  $t_{count} > t_{table}$  ( $2,632 > 1.073$ ), with a significant value ( $0.007 > 0.05$ ). There is a significant influence between service quality and customer satisfaction at Bernard's Guesthouse Tuktuk Siadong, Samosir. This is proven in the test  $t_{count} > t_{table}$  ( $4,753 > 1.073$ ), with a value of ( $0.000 < 0.05$ ). There is a significant influence between employee performance and service quality on customer satisfaction at Bernard's Guesthouse Tuktuk Siadong, Samosir simultaneously. This is proven in  $F_{count} > F_{table}$  ( $10,898 > 3.34$ ), with a significant value ( $0.000 < 0.05$ ).

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