

ABSTRAK

Ica M. Tahir, 2023. Etika Pelayanan Karyawan *Red Corner Cafe* Terhadap Kepuasan Konsumen Pada *Red Corner Cafe* Di Ternate. Laporan Tugas Akhir Program Studi Usaha Perjalanan Wisata Fakultas Ilmu Budaya Universitas Khairun Ternate. Dibimbing oleh Pembimbing I Ibu Halida Nuria, S.S.,M.Si. Dan Pembimbing II Bapak Muslim Fadel, S.S.,M.Sc. Penelitian ini bertujuan untuk mengetahui Etika pelayanan karyawan *Red Corner Cafe* terhadap kepuasan konsumen pada *Red Corner Cafe* Di Ternate. Masalah penelitian ini adalah apakah Etika pelayanan berpengaruh terhadap kepuasan konsumen pada *Red Corner Cafe* Di Ternate. Jenis penelitian yang digunakan adalah deskriptif dengan metode observasi, dokumentasi, studi Pustaka, wawancara, kuesioner. Sampel penelitian adalah sebanyak 60 pelanggan, dan data yang dikumpulkan adalah primer serta sekunder. Hasil penelitian menunjukkan pengaruh positif dan signifikan dari Etika pelayanan karyawan *Red Corner Cafe* terhadap kepuasan konsumen Pada *Red Corner Cafe* Di Ternate.

Kata Kunci : Etika Pelayanan, Karyawan *Red Corner Cafe*, Kepuasan Konsumen

ABSTRACT

Ica M. Tahir, 2023. *Service Ethics of red corner cafe Employees on Customer Satisfaction at red corner cafe in Ternate. Final Assignment Report of the Tourism Travel Business Study Program, Faculty of Cultural Sciences, Khairun University, Ternate. Supervised by Supervisor I Mrs. Halida Nuria, S.S.MSi. And Supervisor II Mr. Muslim Fadel, S.S.,M.Sc. This research aims to determine the service ethics of red corner cafe employees on customer satisfaction at red corner cafe in Ternate. The problem of this research is whether service ethics has an effect on satisfaction. Consumers at red corner cafe in Ternate. The type of research used is descriptive with methods of observation, documentation, literature study, interviews, questionnaires. The research sample was 60 customers, and the data collected was primary and secondary. The analysis model uses simple linear regression, correlation, coefficient of determination. The research results show a positive and significant influence of red corner cafe employee service ethics on customer satisfaction at red corner cafe in Ternate.*

Keywords: *Service Ethics, Red Corner Cafe Employee, Customer Satisfaction*