

## ABSTRACT

**Rochmah, Amaliya Fatmala. 2013. *Influence Of Employee Self Esteem Of Alfamart with Giving Service Excellence To Customer*. Thesis. Faculty Of Psychology. Maulana Malik Ibrahim Of State Islamic University Of Malang.**

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Keyword : *Self Esteem, Service Excellence*.

Excellent service is a good service with giving to the customer to get loyalty and customer satisfaction. Service quality give a positively contribution to the expansion business for the future. Knowing the important of service excellence, now organization business make a competition to get customer loyalty with service. Alfamart had given soft skill training of excellent service, but many employee give service far from the customer expectation. Excellent service begin by giving a good value of self. Self esteem it the importance element to get service excellence. So the organization have to clarify to the employee that giving service is not a subservience, but giving service is making self to come in useful person.

The research was conducted at Alfamart employee, which one is employee what giving a service or service unit in every counter of Alfamart. This research aim to (1) knowing the level of employee self esteem, (2) knowing how level of service excellence which giving employee to the customer, (3) to know the influence of self esteem og giving service excellence.

Research design using quantitative with descriptive and inferential analysis to explaining data and make a conclusion by sample. There ara 90 subject of this reserch, which choosen by using stratified random sampling. In collecting data, this reserch used a quistonarre and document methode. The quistonarre consist of self esteem scale and service excellence scale. Analysis of research data used simple regression analysis technique, using SPSS for windows version 16.0.

Results of research conducted, it is known that the level of employee self esteem is average with percentage of 71%. A service excellence present to the customer is good enough (average) with 60 %. By using regresion analysis got the regresion coeficient 3.692 with  $P = 0.000$ . value of  $P < 0.01$  it show that self esteem variable give a positive influence to the ervice excellence.