

HISANA FRIED CHICKEN CASHIER COMMUNICATION IN IMPROVING SERVICE QUALITY IN LUWUK VILLAGE

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Abstract

This study aims to determine how hisana fried chicken cashier communication in improving service quality in Luwuk Village. The data collection techniques used in this research are observation and questionnaires. The population in this study were hisana fried chicken customers in Luwuk Village totaling 13,000 people, given the large population of hisana fried chicken customers, the authors used the sampling technique in this study was the Slovin formula so that the sample size was 99 respondents. The weighting technique used is a Likert scale while the data analysis technique uses descriptive analysis, namely describing the data that has been collected in tabulated form. The results of this study indicate that the cashier's communication in improving the quality of service in Luwuk Village has been maximally implemented with a presentation of 88.69% very good category, so it can be concluded that hisana fried chicken cashier communication plays a very important role in improving the quality of service in Luwuk Village.

Keywords: *Communication, Cashier, Service Quality*

INTRODUCTION

Humans are social creatures who cannot be separated from social relationships, where humans will always be in social contact with each other. Most of a person's time is spent communicating with others. As expressed (Cangara, 2009) in (Holy Sumarina, 2013) communication is an important part of human life, just like breathing, so as long as humans want to survive, they must communicate.

According to (Wulandani et al., 2022) that communication is a process carried out by communicators in the form of words intended to influence or change the behavior of others. However, communication also includes the delivery of information or ideas from one person to another, be it in the form of feelings and thoughts through certain means or channels only, and also includes messages conveyed verbally and nonverbally with certain meanings.

The ability to communicate with others is a valuable skill that is very important for everyday life. (Holy Sumarina, 2013) Effective communication can increase work productivity, prevent or solve problems, help employees to reach their potential, and create a positive work environment. (Suryani et al., 2023)

According to (Setiawan & Winduwati, 2020) the delivery of messages between two people in the form of thoughts is known as communication. Meanwhile, according to (Wowor & Putri, 2021) one of the most important aspects of human life is communication, which is also a means or medium.

Through communication, we build understanding between people, in the form of services to provide satisfaction to customers as the most important factor in the business field. The delivery of messages or symbols from a communicator to a communicator with the

intention of educating, changing attitudes and behavior, is a communication process.

Customer satisfaction is the most important factor in the business field. To grow and maintain customer trust, companies must provide the highest quality service. When customers are happy, companies and customers can build harmonious relationships, consumers will make more purchases until they become loyal, and customers will spread the word about the company by word of mouth to benefit the business.(Abdul Gofur, 2019)

Service quality is determined by consumers as service users.(Zuraidah, 2018) Service quality needs to be upheld and improved because, in order for customers to be satisfied, they expect excellent service-even more than they should.(Zuraidah, 2018) Hisana fried chicken cashiers in providing services must be able to be friendly, smile, and be able to serve well. As well as the most important thing can communicate well to customers. Effective communication is very important in creating positive interactions between cashiers and customers.

Based on observations made at the hisana fried chicken outlet, the hisana fried chicken cashier has not been maximized in communicating to customers. This is because the condition of the outlet feels quiet Hisana cashiers who usually serve customers by communicating such as the process of delivering messages, welcoming customers and delivering menu choices through the media as well as gestures and polite speech can be shown well. But when the outlet conditions are crowded with many customers coming, the cashier cannot communicate well and serve with a sour face, not friendly to customers. This can be seen from the cashier's poor response in responding to customers' orders and the body language issued is considered impolite, resulting in complaints from customers. And to find out what complaints from customers, Hisana Fried Chicken Luwuk shares a link for

input or suggestions that can be accessed directly by customers on the @hisanaluwuk Instagram bio, Facebook and whatsapp.

To maintain customer trust, companies must provide the highest quality service. When customers are happy, companies and customers can build harmonious relationships, consumers will make more purchases to become loyal, and customers will spread the word about the company by word of mouth to benefit the business.(Abdul Gofur, 2019). Based on the background of the above problems, the authors are interested in conducting research with the title "Hisana Fried Chicken Cashier Communication in Improving Service Quality in Luwuk Village".

RESEARCH OBJECTIVES

The purpose of the research was conducted to find out how Hisana Fried Chicken Cashier Communication in Improving Service Quality in Luwuk Village.

LITERATUR REVIEW

Definition of Communication

A person's ability to communicate is the basis for developing a business. A cashier is considered successful if he is able to establish good communication so that it can be ascertained that there will be an increase in targeted sales success. This is where the importance of communication lies, because communication can build trust and confidence for customers to always use business products/services. Strong communication with customers can also provide convenience in promoting the brand in the future, developing more intense relationships with existing customers and better understanding things that are a problem for customers as Effendy in (Siregar, 2022) states that the process of delivering messages from one person to another to educate or change attitudes is known as

communication. This definition, ideas or actions expressed directly or indirectly through the media show the purpose of communication, namely to educate or modify behavior, opinion, or attitude and action.

Communication is one of the human activities by communicating humans can relate to each other both in everyday life in society or wherever humans are.(Nasrullah & Falimu, 2022). So in communication there is a process in which each process contains a meaning that depends on the understanding and perception of the communicant. According to (Hardjana, 2016) Communication is an activity where someone conveys a message through a certain medium to another person and after receiving the message then responds to the sender of the message ".

Therefore, communication will be effective and communication goals will be achieved if each actor involved in it has the same perception of symbols. According to (Mulyana, 2015) Communication is the process of sharing meaning through verbal and nonverbal behavior carried out by two or more people. According to (Sikula, 2017) Communication is the process of transferring information, understanding, and understanding from someone, somewhere, or something to something, somewhere or someone else. In line with Theodore Herbert, communication is a process in which the meaning of knowledge is transferred from one person to another, usually with the intention of achieving some specific goal. (Hafied Cangara, 2019).

As for Richard L. Wiseman, he says that communication is a process that involves the exchange of messages and the creation of meaning. The meaning stored in this definition provides an understanding that communication is effective if the person interprets the same message as what is conveyed by the communicator to the communicant.(Nurdin, 2013).

Based on the description above, the researcher concludes that communication is a process in which the communicator conveys a message in the form of ideas, ideas, thoughts to the communicator through certain efficient media to provide the same understanding or meaning to the communicator so that the communicator gains influence and experiences changes in behavior in accordance with the communicator.

Definition of Cashier

Cashier is a profession that is responsible for serving payments made by customers. After that, he will also record the items purchased. It was also mentioned that cashiers will always deal directly with buyers, so they must have customer service skills and know the products being sold. According to Van Antwerp in (Hikmah & Wiguna, 2018) cashiers are those who work to verify customers so that they can complete the purchase procedure. The role of the cashier is to satisfy the customer, but this is not clearly explained. But without consumers, businesses cannot make money, and cashiers will not have jobs.

According to Prasetyadi in (Hikmah & Wiguna, 2018) one of the saleswoman services is the cashier. The cashier's job is to collect money from customers. Cashiering is a type of service delivery where producers provide their products and services to consumers. Service quality is the most important factor in business happy customers are the result of excellent service.(Muthohari et al., 2016).

According to Albrecht in (Agustian et al., 2019) meeting the expectations of target consumers for high quality service is important. When expectations and performance are compared, a relationship will be created regarding the attitude that characterizes good service quality - meeting or exceeding expectations.

The main task of the cashier is to interact with customers every day, starting from

greeting customers, helping customers make payments, reporting sales results, all of which need good communication skills. In addition, a cashier must be friendly to customers. In fact, the cashier's behavior when serving customers will affect the reputation of a store or company.

Definition of Service Quality

Meanwhile, according to (Umiyati, 2021) in (Yani et al., 2021) the quality of service provided by a business or organization in meeting needs in accordance with the expectations and preferences of guests or customers determines the quality of service provided. According to Arianto (2018: 83) the quality of Service Quality can be interpreted as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service Quality applies to all types of services provided by the company when the client is in the company.

The extent to which a service can meet the demands of society is referred to as quality. According to (Setyaningrum, 2009) in (Fitriana, 2014) conventional definitions of quality usually highlight product features such as functionality, dependability, ease of use, beauty, and so on. A product is said to be able to satisfy the needs and desires of service users if all its features are good (meet customer needs).

Based on the description above, it can be concluded that service quality is an action taken by a cashier who comes from the company in the form of intangible things but can be felt by consumers. Measurement of service quality can be seen from a service that has been received by consumers to meet their needs and desires expectations.

METHODOLOGY

1. Research Location

The location of this research is located on Jln. Prof. Mohammad Yamin, Complex. Rajawali Kelurahan Luwuk Banggai Regency.

2. Data Collection Technique

In collecting data, the author uses data collection techniques, namely:

A. Observation, according to Sutrisno Hadi (2001) in (Alfani, 2018) is "systematic observation and recording of the phenomena under study". According to Sugiyono (2016) in (Wahyu et al., 2023) states that observation has a unique quality. If interviews and surveys consistently convey individuals, then observation includes not only individuals but also other natural objects. According to Burhan Bungin (2012: 190-191) in (Yolan et al., 2024) distinguishes between two types of observation: participant observation and indirect observation. When a researcher conducts indirect observation, he is outside the community. He or she can see cultural artifacts and activities with their own eyes, or by using additional instruments such as cameras. On the other hand, participant observation involves a person observing directly through active participation in the community under study.

B. According to Sugiyono (2016) in (Wahyu et al., 2023) stated that a questionnaire is a data collection method where participants are given a series of statements or questions to respond to. If the researcher knows for sure the

variables to be measured and knows what to anticipate from the respondents, then the questionnaire is an effective tool for collecting data. The researcher must know the variables to be measured and know the expectations of the participants. Furthermore, questionnaire surveys can also be used if there are enough respondents spread over a wide geographical area. According to Bungin (2015) in (Soetanto et al., 2020) defines a questionnaire as a way to send a list of questions to respondents in the form of a series or collection of questions arranged systematically. According to Nazir (2009: 203) in (Tampubolon, 2023) a questionnaire is a list of questions that make sense in relation to the research problem. The questionnaire is a list of questions that make sense in relation to the research problem, and each question provides a meaningful response that contributes to hypothesis testing.

- C. According to Sugiyono (2016: 240) in (Pratiwi, 2017) asserts that "Documentation is a record of events that have passed." Written words, visual images, or a person's colossal works can all be considered documents. The materials used provide evidence to support findings from observations and interviews about the nature of nonverbal and verbal messages, as well as the challenges faced by researchers. According to

Fatihudin (2015: 129) in (Junianto et al., 2021) documentation is done by collecting records or documents in the form of pictures, photos, and numbers from institutions that can be trusted. According to Bungin (2017: 142) in (Junianto et al., 2021) documentation is a recording of an event that resembles a discussion, contains personal issues, and requires interpretation based on the context in which the event occurred.

3. Population and Sample

a. Population

According to Hardi in (Wulandani et al., 2022) population can be defined as the total number of research topics, or, more concisely(Wahyu et al., 2023)According to Hardi in (Wulandani et al., 2022) population can be defined as the total number of research topics, or, more concisely (Wahyu et al., 2023), as the number of all individuals to be studied with respect to their characteristics. In this study, the population is hisana fried chicken customers in Luwuk Village, totaling 13,000 people.

b. Sample

According to Djarwanto in (Shadiqien, 2020) the sample is part of the population whose characteristics are to be studied. Given the large population of hisana fried chicken luwuk customers, sampling was carried out using the Slovin formula as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Description:

n = Sample size/number

N = Total population

e = The percentage of allowance
for the accuracy of sampling errors that
can still be tolerated;

From the formula above, the
number of samples obtained with a
population size of 13,000 people and a
10% allowance is:

$$n = \frac{13.000}{1 + 13.000 (10\%)^2}$$

$$n = \frac{13.000}{1 + 13.000 (0,1)^2}$$

$$n = \frac{13.000}{1 + 13.000 (0,01)}$$

$$n = \frac{13.000}{1 + 130}$$

$$n = 99,23$$

$$n = 99$$

So the total sample size is 99 people.

4. Data Analysis Technique

To analyze quantitative data, an analysis method is used based on descriptive analysis, namely describing the data that has been collected in tabulated form. The data collection technique was carried out quantitatively and qualitatively. With data collection for instrument trials and two data collections in the context of actual research. To obtain data regarding hisana fried chicken cashier communication in improving the quality of services to be collected, processed and analyzed, the researcher uses several data collection methods through observation,

interviews, questionnaires and documentation, the instruments used in this documentation technique are guidelines on matters needed to strengthen the information obtained through observations, interviews and questionnaires. (falimu, 2017).

This research uses quantitative analysis techniques obtained through respondents' statements contained in the questionnaire data, and then to check the accuracy of the data, interviews, observation and documentation are also carried out. While in describing the data obtained quantitatively descriptive statistics are used, this is done in this study to obtain the correct information results.

The first step taken by researchers before processing the data is in the form of checking or correcting the questionnaire data that has been collected, the aim is to eliminate errors found in field notes and corrections. Meanwhile, the steps taken are as follows:

- Check whether all respondents can fill in the questionnaires distributed;
- Check all questions in the questionnaire to ensure that the answers are in accordance with the instructions given;
- Check whether the collected data is suitable for processing.

Furthermore, after selecting the data, classifying the data based on the indicators studied, then giving a weighted score for each alternative answer in scoring is used Likert scale which is one way to determine the score.

Table 1. Scores and Alternative Questionnaire Answers

Score	Alternative Answer	Realization
5	Strongly Agree	100
4	Agree	80
3	Neutral	60
2	Disagree	40
1	Strongly Disagree	20

Source: Secondary Data

The calculation of the data that has been given a score based on the type of data collected, namely qualitative data which is then converted into quantitative, the technique used is statistical analysis, namely by using the statistical formula (percentage) which is used to describe the results of the study with the following formula:

$$P = \frac{F}{N} \times 100\%$$

Description:

P = Percentage of Answers

f = Frequency

N = Number of Cases (number of respondents)

100% = Fixed Number

In data processing is the most important thing in research. After the research is carried out, it is necessary to summarize the research results so that they can be concluded in depth, this is done in order to answer the problems studied. Data processing is intended so that the data studied can be meaningful, so that data processing must be carried out systematically so that researchers can use the processed data to be concluded.

In this study, the formula used is Weighted Means Score (WMS). This technique is used to get the tendency of the scores given by respondents on each question item according to the criteria or benchmarks used. According to Sudjana (2005: 67) in (falimu, 2017) Weighted Means Score (WMS) technique is to

calculate the tendency of respondents' answers to research variables. The steps taken in data processing in this study are as follows:

The weighting of the value of each alternative answer is given by the respondent, according to the questions given. The questionnaire used is a Likert Scale with a range of choices from 1 to 5. Then the frequency of the respondent's alternative answers to each question item is calculated. Looking for the number of answer values that respondents choose in each question, by calculating the frequency of respondents who choose the alternative answers given, then multiplying by the weight of the alternative value itself.

Calculating the average value for each question item in the questionnaire, using the Weighted Means Score (WMS) formula as stated by Sudjana (2005: 67) in the questionnaire. (falimu, 2017) is as follows:

Description:

X = Average score sought

Xi = Total combined score (the result of multiplying the frequency with the weighted value for each alternative answer).

N = Number of respondents

f. Determining the variables measured based on the indicators studied, the rating scale used by Riduwan (2010: 15) in (falimu, 2017), which is as follows;

Table 2. Assessment Criteria

Value Range	Criteria
86-100	Very good
71-85	Good
51-70	Not so good
35-50	Not good
0-34	Not very good

Source: Secondary Data

RESULTS

A. Research Results

The results of data analysis on the score of hisana fried chicken cashier communication in service quality in Luwuk Village District,

Luwuk District, Banggai Regency which is described in 24 statement items so that from statement number 1 to number 24 is carried out by calculating the Weighted Means Scored (WMS) technique is as follows:

Table 3. Hisana fried chicken cashier communication

Indicator	Item No	Scor Weight										Total		% score
		5		4		3		2		1		F	X	
		F	X	F	X	F	X	F	X	F	X			
Hisana fried chicken cashier communication in service quality	1	63	315	29	116	7	21	0	0	0	0	99	452	91,31
	2	54	270	36	144	8	24	0	0	1	1	99	439	88,68
	3	47	235	39	156	13	39	0	0	0	0	99	430	87
	4	50	250	41	164	8	24	0	0	0	0	99	438	88,48
	5	51	255	36	144	12	66	0	0	0	0	99	435	88
	6	49	245	32	128	18	44	0	0	0	0	99	427	86,26
	7	58	290	36	144	4	12	1	2	0	0	99	448	90,50
	8	59	295	34	136	6	18	0	0	0	0	99	449	90,70
	9	50	250	39	156	10	30	0	0	0	0	99	436	88
	10	55	275	35	140	9	27	0	0	0	0	99	442	89
	11	53	265	38	152	7	21	1	2	0	0	99	440	89
	12	48	240	35	140	15	55	1	2	0	0	99	427	86,26
	13	39	195	51	204	8	24	1	2	0	0	99	425	86
	14	63	315	30	120	5	15	1	2	0	0	99	452	91,31
	15	61	305	34	136	4	12	0	0	0	0	99	453	91,51
	16	54	270	38	152	7	21	0	0	0	0	99	443	89

17	51	255	43	172	5	1 5	0	0	0	0	99	442	89,29
18	49	245	36	144	1 2	3 6	2	4	0	0	99	429	86,66
19	52	260	37	148	1 0	3 0	0	0	0	0	99	438	88,48
20	50	250	41	164	7	2 1	1	2	0	0	99	437	88,28
21	50	250	36	144	1 1	3 3	1	2	1	1	99	430	87
22	56	280	37	148	4	1 2	1	2	1	1	99	443	89
23	52	260	40	160	7	2 1	0	0	0	0	99	441	89
24	57	285	35	140	6	1 8	0	0	1	1	99	444	90
Total average 21,2872 : 24 =88,69%													

Source: Primary Data 2024

Description:

F = Frequency of respondents who answered according to the answer category

X =Frequency multiplied by the weighted value of the answer category

DISCUSSION

1. Hisana fried chicken cashier communication

Communication is one of the main foundations in running a business. Businesses will easily develop if there is a communication process both internally and externally that is well connected so that it has a more positive impact between cashiers and customers. This is intended as a means to find out how to communicate with customers and create sales targets for hisana fried chicken products according to the wishes of consumers and companies.

Communication is an important role in the process of human interaction. Communication can be applied in various fields and professions, one of which is the cashier of Hisana Fried Chicken in Luwuk Village,

besides carrying out the transaction process, the cashier also plays a role in providing effective service to customers. In providing effective services, of course, a way is needed so that people feel safe and comfortable in carrying out the transaction process. With the existence of hisana fried chicken in Luwuk Village to be able to meet the needs of the community. Cashier communication plays a role in attracting hisana fried chicken customers in Luwuk Village.

So that a cashier is required to be able to have the ability and communication skills carried out through messages conveyed by the cashier to attract public interest in buying fried chicken at hisana outlets. To achieve this goal, the hisana fried chicken cashier himself. Effective communication between cashiers and customers is the key to improving service quality. Good communication will make the customer experience enjoyable and can increase their satisfaction.

Based on the results of field research where hisana fried chicken cashier communication in Luwuk Village in this case

has created or sent information to customers regarding hisana fried chicken because he is the main source in the transaction process with customers.

In establishing communication with customers, there are several ways that need to be considered. Communicating not only conveys messages to customers regarding the products they sell. However, also sensitivity to consumer feelings through the art of communication is shown very well. The message conveyed by the hisana fried chicken cashier is done by giving a very good impression to the customer because the hisana cashier is concerned with the quality of service through messages delivered with a sincere smile, polite clothing, warm handshake, honest and structured when talking. This is done to give the first impression to the customer so that the customer will come back or not.

Apart from providing greetings with good messages, hisana fried chicken cashiers also provide a friendly smile and are comfortable communicating using friendly, smooth and polite language, especially when offering hisana fried chicken food products to customers.

It is important for a cashier to pay attention to the ethics of personal communication with customers. In addition to calling them by name, it would be better to establish communication by calling the customer's name as a more personal form of respect. In addition, also learn the habits of customers in making purchases, such as what kind of purchasing methods are preferred by customers. Purchasing habits can be a link for cashiers to more easily understand which ways can be done to start the conversation by using sentences that are easy to understand will make communication in marketing hisana fried chicken products easier to convey to consumers so that the time used is also not wasted and consumers do not feel dizzy with the explanation delivered.

The communication carried out by the cashier provides information related to hisana fried chicken in Luwuk Village about products, events as well as hisana fried chicken programs with what is conveyed to customers can be received very well by customers so that events, programs and others carried out by hisana fried chicken can be carried out with the cooperation between cashiers and customers. For a cashier also has a very important role in informing directly or through the media to customers regarding hisana fried chicken products. In this case, communication is carried out using social media in the form of Instagram, Facebook, WhatsApp and others in promoting hisana fried chicken products, especially those at the Luwuk Village outlet.

Messages conveyed through the media are very effective where the messages conveyed can be received directly by the community as the target message of the hisana fried chicken cashier in this case customers receive a lot of information through Instagram, Facebook, WhatsApp media delivered by the cashier well. Hisana Fried Chicken cashier communication in Luwuk Village is able to create a good relationship with customers as well as give a good impression to customers. Hisana fried chicken cashier communication at the Luwuk Village outlet has provided excellent feedback through hisana fried chicken social media.

Hisana Fried Chicken outlet in Luwuk Village in this case is located in the city, namely in a strategic environment which can be easily accessed by customers, thus cashiers are required to be able to communicate well according to the surrounding environment. Hisana fried chicken in Luwuk Village in this case pays attention to the cleanliness of the outlet and the neat appearance of its employees, in order to provide a sense of comfort and security to customers.

Hisana Fried Chicken cashier communication in Luwuk Village in this case conveys the accuracy of information through

the service time as promised as well as ensuring the availability of clean facilities and providing comfort to customers. Hisana Fried Chicken cashier communication in Luwuk Village in this case is always fast and responsive in the service process as well as the management of Hisana Fried Chicken has provided a good response in responding to customer complaints both directly and through social media. Hisana Fried Chicken in Luwuk Village in this case always prioritizes comfort and safety, one of which is by maintaining product standards and providing a guarantee to replace the food menu if food is found to be inappropriate.

Hisana Fried Chicken cashier communication in Luwuk Village in this case always tries to help customers in the transaction process in order to give a good impression in its service. From the results of the research conducted, it shows that the communication carried out by the hisana fried chicken cashier in improving the quality of service to customers in Luwuk Village shows very well where the implementation of communication carried out by the hisana fried chicken cashier in buying and selling activities, events, routine programs, and others. Based on the results of the research that the communication of the hisana fried chicken cashier in improving the quality of service in Luwuk Village, cashier communication is a very important and needed communication in everyday life in society because the existence of communication in the midst of society can generate local community interest in participating in buying and selling MSME products, especially in Luwuk Village, Luwuk District, Banggai Regency.

CONCLUSION

Communication is one of the main foundations in running a business. Services that are carried out properly, there is a communication process internally or externally that is connected between the customer and the cashier in

providing good service so that it has a more positive impact. Communication also needs to be established to establish a relationship between the business and its customers. This is intended as a means to know how to communicate with customers and create product sales targets in accordance with consumer desires. However, it turns out that building communication is not enough if only to attract customers. However, as a cashier must also understand, how to establish successful communication so that it can affect sales. This is where the importance of communication lies, because communication can build trust and confidence for customers to always use business products/services.

The results of this study indicate that the cashier's communication in improving the quality of service in Luwuk Village has been maximally implemented with a presentation of 88.69% very good category, so it can be concluded that hisana fried chicken cashier communication plays a very important role in improving the quality of service in Luwuk Village.

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