



**International Journal of Education, Social Studies,
And Management (IJESSM)**

e-ISSN : 2775-4154

Volume 4, Issue 2, June 2024

The International Journal of Education, Social Studies, and Management (IJESSM) is published 3 times a year (**February, June, November**).

Focus : Education, Social, Economy, Management, And Culture.

LINK : <http://lppipublishing.com/index.php/ijessm>

Looking at Employee Interpersonal Communication

Abdul Chamid

Sekolah Tinggi Ilmu Ekonomi Mahardhika, Indonesia

ABSTRACT

ARTICLE INFO

Article history:

Received

22 March 2024

Revised

27 April 2024

Accepted

25 May 2024

This study aims to determine the importance of interpersonal communication in increasing customer satisfaction at Edmond Auto Garage. This research uses a descriptive approach with a qualitative research type. Data were collected through interviews, observation, and recording. Five customers were selected as informants in this study. The results showed that interpersonal communication from the components of openness, empathy, supportiveness and positiveness was successful and met the client's expectations. Therefore, good interpersonal communication can be a supporting factor for customer satisfaction.

Keywords

Doi

**Corresponding
Author** ✉

Openness, Empathy, Supportiveness, Positiveness, Equality.

[10.52121/ijessm.v4i2.320](https://doi.org/10.52121/ijessm.v4i2.320)

a.hamidjuanda@gmail.com

INTRODUCTION

Communication is a daily activity that is closely attached and an important human life part. By establishing a communication will realize human relations with each other both at home, work, community, market, or other places. Normally, communication is an activity carried out by someone to understand the person's personality or understand the message delivery of by someone (the communicator) to the communicant or could be interpreted as a process in conveying individual messages in a small or large group (Oktarina & Abdullah, 2017).

Communication has a literal meaning as the exchange of messages and thoughts between one individual and another in the form of fragments of sentences or words, sentence pressure, facial expressions, local breaking points and various other things (Ngalimun, 2016). Humans and their environment in communicating have the aim of revealing their identity, creating social life in forming a community and influencing mindsets and actions as expected. Establishing good communication can have an influence in order to persuade other individuals to show behavior in accordance with the desired expectations. Conversely, ineffective communication can occur due to errors in capturing the

messages received. A friendly and polite attitude to customers must be done professionally without involving personal issues (Savolainen et al., 2014). Companies must have the desire to try to attract many customers because of fierce business competition (Ranti, 2020). Communication can be interpreted as a delivery process in accordance with applicable norms and a system that can run well according to Afaq Umudy (2016). Interpersonal communication must be done in a friendly way without bringing personal problems Rosana (2009). According to Pearson et al., (2017), interpersonal communication is a process used in conveying messages so that there is a common view between two people.

According to Pearson et al., (2017), interpersonal communication is a process used in conveying messages so that there is an equality of views between two people that allows equal opportunities between speakers and listeners. Companies will communicate with other companies that are included in a business cycle (Delima & Luthfiyah, 2019). The development of society requires every company to create harmonious relationships (Laia et al., 2022). By establishing good communication with customers at Edmon Auto Garage, it will have an impact on the quality of service provided. Good service quality has an influence on customer loyalty who are reluctant to switch to similar business competitors. Especially in the business world, especially the provision of services such as car repair shops, quite a lot of similar competitors have sprung up from time to time. Companies in their activities need to foster relationships with customers for service-related businesses (Citra et al., 2022).

Gremler et al., (2001) stated that there is a positive and significant influence between interpersonal communication on word of mouth. Interpersonal communication variables have four important dimensions, namely 1) the existence of trust with the establishment of good and effective interpersonal communication; 2) the existence of attention between the two individuals; 3) the existence of a good relationship due to the trust of encoding with decoding; 4) the formation of familiarity with the smoothness of continuous communication without any obstacles. The four dimensions mentioned above will affect the increase in customer trust with certain employees. With a strong bond between employees and customers, it will have an impact on the breakthrough of marketing strategies such as word of mouth. Basically, positive word of mouth communication does not require expensive funds such as in the creation of advertisements or promotions. Companies must fulfill customer satisfaction to maintain a highly competitive business (Prihantono, 2018).

The importance of employees conducting an interpersonal communication to customers to avoid misperceptions that will have an impact on the mismatch of customer expectations. This also results in not achieving a form of quality and

satisfying service, which has a negative impact on switching customers to similar business competitors. Customers will feel satisfied and match the results obtained after servicing the car.

The element of trust has a very significant positive role in interpersonal communication. In other words, without customer trust, the quality of social interaction will be disrupted. For example, the existence of fundamental differences between employees and their managers related to work commitments in an effort to equalize views, understanding and cooperation certainly requires quality interpersonal communication. This element of trust is a complex matter related to interpersonal relationships. According to BATOEBARA (2018) explains that trust is an element that changes over time with the addition of time. In building a trust, there are three important types of identification, namely trust between individuals, trust between organizations and trust between individuals and organizations. Trust in individuals can be said to be intangible and invisible in nature but very easily damaged depending on the individual who maintains it (Savolainen et al., 2014).

Some of the research that has been done before includes: 1) Research conducted by Ivan Setiawan & Winduwati, (2020) shows the results that all aspects related to interpersonal communication have been applied by all baristas; 2) Furthermore, research by Wulan & Rustandi, (2020) shows the results that employees, namely sales and consumers at Proshop Speedo Siliwangi, have carried out interpersonal communication well; 3) Further research by Miles & Huberman (2018) shows the results that there are employees who commit fraud by not being upfront about promo offers, this is seen in terms of openness. There are several employees who do not comply with the rules so that the positive attitude aspect has not gone well. Furthermore, what consumers want has been fulfilled and has gone well, this is seen from the aspects of empathy, support and equality. In interacting with customers in the author's initial observations, it was seen that Edmond Auto Garage employees uphold ethics and comfort to achieve customer satisfaction in submitting complaints about customers' cars.

Based on the above background, researchers are interested in conducting research related to employee interpersonal communication in creating customer satisfaction at Edmond Auto Garage car repair shop. This workshop is located on Griya Bhayangkara Masangan Wetan road, Sidoarjo Regency. Researchers try to conduct research related to interpersonal communication activities carried out by Edmond Auto Garage car workshop employees. Departing from the researcher's fondness for the automotive world and its services. The research title taken is "Looking at Employee Interpersonal Communication".

RESEARCH METHOD

This research uses a case study qualitative research method. According to Herdiansyah (2019), states that a case study is a model that emphasizes the exploration of a system limited to a (few) cases in detail. This model also explores data in more depth by involving several sources. In qualitative research, data collection is carried out naturally and in accordance with field facts through observation, in-depth interviews, and documentation (Noeraini, 2016). Notes from the field, interview transcripts are sources of data that will be processed further in order to draw a conclusion that will be useful in providing information to the community. Furthermore, data analysis can be done by sorting data and decomposing it into certain units so that it can be arranged in a pattern in order to select which data is important which is used to make a conclusion that will be conveyed to others.

The criteria for informants taken in this study are customers at the Edmond Auto Garage car repair shop, totaling five informants. The object of research is the theme/topic/problem under study (Idrus, 2006). The object of this research is Observing Employee Interpersonal Communication in creating customer satisfaction at Edmond Auto Garage Car Workshop.

According to Rijali (2019), in qualitative research a data can be reduced. This is used to present the data so that it can be easily concluded. Collecting data is very important in conducting research (Paramithasari & Kartika, 2017). Researchers conducted in-depth interviews as primary research data in addition to observations that had been made before going into the field. Meanwhile, secondary data was obtained by researchers to find out the history of the research object company, various literature references and other sources for the completeness of the information received (Melalui et al., 2017). Departing from the background of the research problem, several research indicators were obtained relating to how the application of good interpersonal communication quality in the company by paying attention to aspects of 1) Openness; 2) Empathy; 3) Supportiveness; 4) Positiveness; 5) Equality (Afriyadi, 2015).

The interview topics can be seen in Table 1 below:

Tabel 1.
Interview Topics

No	Dimention	Question
1	Openness	Can employees interact openly and honestly with customers? Can employees take suggestions and criticism well?

		How about the language style of employees to customers?
2	Empaty	Are employees able to understand how customers feel when interacting with customers?
3	Supportiveness	Can employees provide support to customers?
4	Positiveness	What is the attitude of employees towards customers?
5	Equality	Can employees equate one customer with another?

Sumber : Faniasari & Manafe, (2022).

RESULT AND DISCUSSION

Result

Openness

Based on interviews conducted by researchers to informants, related to the aspect of openness, namely:

1. *Are employees able to interact openly and honestly with customers?*

The results of the interview can be proven by five informants, namely: (initials J): "Yes, employees are very open and honest in delivery without any cover-up". (initials R): "Yes, employees serve customers well.". (initials P): "Employees are able to interact well and are open to customers". (initial A): "In my opinion, employees can interact well and are transparent". (initial F): "Able, employees can interact well and openly with customers".

2. *Are employees able to receive suggestions and criticism well?*

Related to the results of interviews regarding suggestions and criticism to five informants, namely: (initials J) "Yes, employees are very responsive in receiving suggestions and criticism". (initials R) "I think employees accept well and still serve politely". (initials P) "Employees accept suggestions and criticisms for the progress of the workshop". (initial A) "I think employees can accept suggestions and criticisms well for the future to be better". (initial F) "The employees accept criticism and suggestions with polite responses".

3. *What about the language style of employees to customers?*

This is evidenced by the results of interviews with five informants, namely: (initials J) "Employees use polite language with a soft tone". (initials R) "The language style used is not too formal but still polite". (initials P) "I think the style of language used is relaxed like everyday language". (initial A) "The language style used

by employees is easily understood by customers". (initials F) "Employees communicate with customers casually and with language that is easy to understand".

Empathy

Based on the empathy indicator, there are interview questions, namely: *Can employees understand what customers feel when interacting with customers?*

From the results of interviews with five informants as follows: (initials J) *"Yes, employees always respect customers in expressing opinions". (initials R) "The employees understand about customer complaints". (initials P) "The employees are able to understand well and provide advice to customers in an effective way". (initial A) "Able, the employees can respond well about customer complaints". (initial F) "The employees understand what complaints the customer has submitted well".*

Supportiveness

There is one interview question regarding the supporting attitude, namely: *Can employees provide support to customers?*

From the results of interviews with informants, namely: (initials J) *"Yes, employees are very supportive of customer decisions in good communication". (initials R) "I think employees can provide support and solutions to customers". (initials P) "Yes, employees show an attitude that can help customers with the best solution". (initial A) "I am helped by employees who are easy to understand in communication". (initials F) "The employees are very supportive in the customer's decision to service the car".*

Positiveness

Regarding positive attitude, there is the following interview question: *What is the attitude of employees to customers?*

This is evidenced by the interview results, namely: (initials J) *"The employees are very polite and kind to customers". (initials P) "I think the employees can serve well and still respect customer complaints". (initials A) "I think employees are friendly to customers when chatting with customers". (initials R) "Employees are kind and can provide solutions to every customer complaint". (initials F) "I think the employees are enthusiastic in finding solutions to complaints submitted by customers well".*

Equality

There is question regarding the equality aspect as follows: *Can the employees equalize the position of one customer with another?*

The results of interviews with informants are as follows: (initials J) *"The employees serve well without differentiating between customers". (initials R) "In my opinion, Edmond Auto Garage employees try to be kind and friendly to customers". (initials P) "In my opinion, employees do not differentiate between customers in their services". (initial A) "The employees can equate polite and good service to customers". (initials F) "The employees are friendly and do not differentiate to their customers".*

DISCUSSION

Interpersonal Communication

Interpersonal communication plays an important role in realising the sustainability of a relationship. This indicates that an effective communication can be created if interpersonal communication is done well. A familiar and comfortable atmosphere and a sense of closeness will be created in a relationship.

Edmond Auto Garage is a car workshop that was established in 2020. This workshop is located in the Masangan area of Sidoarjo Regency, East Java. This research was conducted because the researcher felt interested in examining the interpersonal communication activities of employees with customers. In interpersonal communication, there are five aspects that are important to consider, namely: openness, empathy, supportive attitude, positive attitude, and equality (Denanti & Wardani, 2019). Researchers also carry out the theory of approaching customers by conducting effective communication. According to Auliana (2011), states that the purpose of interpersonal communication is to provide or share information, experiences, generate sympathy, establish a partnership, be able to share stories related to disappointment and frustration, and foster strong motivation/encouragement.

Openness

Based on the results of interviews with informants, they expressed the same opinion that employees can interact honestly and transparently with customers. This factor can take place well because employees are able to listen and provide solutions to customers regarding problems with customers' cars. Customers also ask about the price of spare parts and the best solution in overcoming the problem of damage to the customer's car. With employees showing good and honest communication in conveying information to customers, this means that openness between employees and customers can run well. This is in line with research conducted by Ivan Setiawan (2020).

Based on the results of interviews from informants, it proves the same statement, namely that employees at Edmond Auto Garage car repair shops can accept suggestions and criticisms well and politely. Employees try to find out customer complaints for progress at Edmond Auto Garage car repair shop. By responding well to suggestions and criticisms from customers, this can make customers satisfied and comfortable to service cars at Edmond Auto Garage car repair shop. This is in line with research conducted by Ivan Setiawan (2020).

The five informants prove that employees are able to use a good and polite language style. In communicating transparently and ensuring that each customer understands what is conveyed by the employee. Interpersonal communication applied by Edmond Auto Garage car workshop employees with a good language

style so that it can be accepted by customers. This communication can run well and successfully. This is in line with research conducted by Linda Faniasari (2022).

Empathy

With the results of interviews with informants who said that employees can understand about customer complaints. Employees show empathy through caring, responsiveness when serving customers. Edmond Auto Garage employees who have a sense of empathy are able to understand other people's motivations and complaints. Customers will feel more valued with an empathetic attitude, empathy can also be a benchmark for customers at Edmond Auto Garage. Employees foster an empathetic attitude by always responding and providing the best solution to customers. This is in line with research conducted by Ivan Setiawan (2020).

Supportiveness

From showing this supportive attitude, it will increase customer attractiveness in submitting complaints about the car to be serviced. With good service, of course, it will be able to promote this workshop from customer experience. The purpose of good communication will form a good relationship between employees and customers so that it can make a good relationship in the future. Employees are responsive in responding to customers honestly so that customers can trust, and communication goes well. This is in line with research conducted by Ivan Setiawan (2020).

Positiveness

From the results of interviews with five informants, it was explained that employees can behave well and enthusiastically in dealing with customer complaints. The employees try to improve their positive attitude, this will make customers comfortable and want to come back again when servicing the car. Friendly service will help Edmond Auto Garage to be recognized by others. This is in line with research conducted by Linda Faniasari (2022).

Equality

Based on the results of interviews with informants, the average informant is satisfied with the service provided. This shows that employees do not discriminate against old and new customers, employees at Edmond Auto Garage car repair shops try their best to serve customers. In terms of equality carried out by employees, this shows a positive attitude to support the progress of the Edmond Auto Garage car workshop. In terms of this service, it is very important to do it well so that it has a positive impact and will be more widely recognised by others. This is in line with research conducted by Linda Faniasari (2022).

Customer Satisfaction

Based on information from interviews with five informants, it proves that interpersonal communication will have a positive impact on customer satisfaction. This is from the five aspects of interpersonal communication, namely: openness, empathy, supportive attitude, positive attitude, equality that goes well, of course, interpersonal communication will be formed smoothly and successfully. The employees of the Edmond Auto Garage car repair shop are able to serve customers well and will have a positive impact on improving quality at the Edmond Auto Garage car repair shop.

CONCLUSION

Based on the results of interviews with informants at Edmond Auto Garage car repair shop, interpersonal communication carried out with customers' runs smoothly and successfully. Of the five informants with the focus of discussion on interpersonal communication, namely: Openness, Empathy, Supportiveness, Positiveness, and Equality.

As for research on the aspect of openness, in this case employees have served customers honestly and transparently. Employees can respond to customers quickly and provide the best solution in overcoming damage to customers' cars. Then seen from the aspect of positive attitude, employees are able to provide friendly and polite service to customers. The employees do not discriminate between old and new customers.

In this case, it will have a positive effect on the Edmond Auto Garage car workshop; employees also accept criticism and suggestions for progress at the Edmond Auto Garage workshop. Overall, customers are satisfied with the attitude of employees and will form good relationships in the future.

Suggestions from researchers for this study are to increase the introduction of workshops through social media so that more people are recognized, increase supervision in the work done by employees. Because this will affect employee performance which is expected to continue to increase and build good relationships with customers so that it will have a positive impact in the future. The goal is to be better known by the public, and build a good attitude towards customers.

REFERENCES

- Afaq Umudy, M. (2016). Pengaruh Komunikasi Interpersonal Tenaga Kesehatan Terhadap Kepuasan Pasien Dengan Kepercayaan Sebagai Variabel Intervening. *Jurnal Ilmu Manajemen (JIM)*, 4(1), 109-116.
- Afriyadi, F. (2015). Efektivitas komunikasi interpersonal antara atasan dan

- bawahan karyawan PT . Borneo Enterprindo Samarinda. *Manajemen Komunikasi*, 3(1), 362-376.
- Auliana, R. (2011). *Komunikasi interpersonal*.
- BATOEBARA, M. U. (2018). MEMBANGUN TRUST (KEPERCAYAAN) PASANGAN DENGAN MELALUI KOMUNIKASI INTERPERSONAL. *Warta Dharmawangsa*, 57(1), 1-17. <http://journals.sagepub.com/doi/10.1177/1120700020921110%0Ahttps://doi.org/10.1016/j.reuma.2018.06.001%0Ahttps://doi.org/10.1016/j.arth.2018.03.044%0Ahttps://reader.elsevier.com/reader/sd/pii/S1063458420300078?token=C039B8B13922A2079230DC9AF11A333E295FCD8>
- Citra, F. F., Zebua, D., & Ashfahani, S. (2022). Strategi Public Relations Divisi Client Service dalam Meningkatkan Pelayanan Kesehatan. *Jurnal Ilmiah Komunikasi ...*, 14(02), 82-89. <http://journal.stikom-ima.ac.id/jurnal-stikom/index.php/jikom1/article/view/233%0Ahttp://journal.stikom-ima.ac.id/jurnal-stikom/index.php/jikom1/article/download/233/216>
- Delima, I. D. D. D., & Luthfiah, R. (2019). INTERPERSONAL CUSTOMER RELATIONSHIP COORDINATOR DALAM MENJALIN HUBUNGAN BAIK DENGAN PELANGGAN (Studi Fenomenologi Komunikasi Interpersonal pada PT Astra International Tbk - Toyota Auto2000 Cikupa Tangerang). *DIALEKTIKA KOMUNIKA: Jurnal Kajian Komunikasi Dan Pembangunan Daerah*, 7(2), 98-113. <https://doi.org/10.33592/dk.v7i2.364>
- Denanti, I. A., & Wardani, S. Y. (2019). Pengaruh Komunikasi Interpersonal dan Interaksi Teman Sebaya terhadap Kepercayaan Diri dalam Berpendapat. *Seminar Nasional Bimbingan Dan Konseling*, 3(1), 111-118.
- Faniasari, L., & Manafe, L. A. (2022). Komunikasi Interpersonal Karyawan Dalam Menciptakan Kepuasan Pelanggan. In *Jurnal Sekretari Universitas Pamulang* (Vol. 9, Issue 2, p. 74). <https://doi.org/10.32493/skr.v9i2.21895>
- Gremler, D. D., Gwinner, K. P., & Brown, S. W. (2001). Generating positive word-of-mouth communication through customer-employee relationships. *International Journal of Service Industry Management*, 12(1), 44-59. <https://doi.org/10.1108/09564230110382763>
- Herdiansyah, H. (2019). *METODOLOGI PENELITIAN KUALITATIF ILMU ILMU SOSIAL* (2nd ed.). salemba humanika.
- Idrus, M. (2006). *Kompetensi Interpersonal Mahasiswa*. 171-184.
- Laia, O., Halawa, O., & Lahagu, P. (2022). Pengaruh Sistem Informasi Manajemen Terhadap Pelayanan Publik. *Jurnal Akuntansi, Manajemen Dan Ekonomi*, 1(1), 70-76. <https://doi.org/10.56248/jamane.v1i1.15>
- Melalui, P., Komunikasi, P., & Pribadi, A. (2017). PERAN CUSTOMER SERVICE DALAM MENINGKATKAN KEPUASAN PELANGGAN MELALUI

- PENDEKATAN KOMUNIKASI ANTAR PRIBADI (Studi Kasus pada Customer Service GraPARI Telkomsel Gandaria) Tarsani. *Studi Kasus Pada Customer*, 2(1), 46-55.
- Miles, M. B., & Huberman, A. M. (2018). KOMUNIKASI INTERPERSONAL KARYAWAN FRONTLINER DALAM MENINGKATKAN KEPUASAN KONSUMEN PT . J . CO DONUTS & COFFEE CABANG GIANT ALAYA SAMARINDA. 6(4), 206-216.
- Ngalimun. (2016). MENINGKATKAN KEMAMPUAN BERBICARA SISWA DALAM MENCERITAKAN KEGEMARAN MELALUI TEKNIK PERCAKAPAN. 1(1), 77-84.
- Noeraini, I. A. (2016). Pengaruh Tingkat Kepercayaan, Kualitas Pelayanan, dan Harga Terhadap Kepuasan Pelanggan JNE Surabaya. *Ilmu Dan Riset Manajemen*, ISSN: 2461-0593, 5(5), 1-17.
- Paramithasari, N., & Kartika, R. (2017). LIMA KUALITAS SIKAP KOMUNIKASI ANTAR PRIBADI OLEH UNIT CUSTOMER COMPLAINT HANDLING PT BNI LIFE INSURANCE. *Journal of Strategic Communication*, 8(1), 1-11.
- Pearson, J. C., Nelson, P. E., Titsworth, S., & Harter, L. (2017). *Human Communication*.
- Prihantono, D. N. (2018). Komunikasi Bisnis Berorientasi Pelanggan di Perusahaan Distribusi. *MALA'BI: Jurnal Manajemen Ekonomi STIE Yapman Majene*, 1(1), 17-41. <https://doi.org/10.47824/jme.v1i1.5>
- Ranti, K. S. (2020). Analisis komunikasi antar pribadi barista dan konsumen dalam menciptakan kepuasan (studi pada barista coffee shop piacevole di medan). *Jimsipol*, 1(2), 1-85.
- Rijali, A. (2019). Analisis Data Kualitatif. *Alhadharah: Jurnal Ilmu Dakwah*, 17(33), 81. <https://doi.org/10.18592/alhadharah.v17i33.2374>
- Rosana. (2009). PERBEDAAN PERSEPSI KONSUMEN LAKI LAKI DAN PEREMPUAN TERHADAP DAYA TARIK FISIK DAN KOMUNIKASI INTERPERSONAL PADA SALES ASURANSI. 0-8.
- Savolainen, T., Lopez-Fresno, P., & Ikonen, M. (2014). Trust-Communication Dyad in Inter-Personal Workplace Relationships – Dynamics of Trust Deterioration and Breach Spanish Association for Quality , Spain. *Electronic Journal of Knowledge Management*, 12(4), 232-240.
- Setiawan, I., & Winduwati, S. (2020). Aktivitas Komunikasi Interpersonal Barista dalam Mempertahankan Citra Starbucks Chinatown. *Koneksi*, 4(2), 228. <https://doi.org/10.24912/kn.v4i2.8095>
- Wulan, R., & Rustandi, D. (2020). Komunikasi Interpersonal Sales dengan Konsumen pada Proshop Speedo Siliwangi. 6(November 2019), 51-65. <https://doi.org/10.38204/komversal.v6i1.505>

Copyright Holder :

© Abdul (2024).

First Publication Right :

© International Journal of Education, Social Studies,
and Management (IJESSM) This article

