

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis secara empiris besaran pengaruh hard skill dan soft skill terhadap kinerja pegawai pada Dreezel Coffee Bandung, baik secara parsial maupun simultan. Metode penelitian yang diaplikasikan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Populasi yang diteliti mencakup seluruh pegawai operasional Dreezel Coffee Bandung yang berjumlah 73 orang, di mana teknik penarikan sampel yang digunakan adalah sampling jenuh (sensus). Pengumpulan data primer dilakukan secara langsung di lapangan melalui instrumen kuesioner dengan Skala Likert. Analisis data dikalkulasikan menggunakan Method of Successive Interval (MSI), regresi linier berganda, korelasi berganda, koefisien determinasi, uji parsial (uji t), dan uji simultan (uji F) dengan bantuan perangkat lunak IBM SPSS.

Berdasarkan hasil analisis deskriptif, diketahui bahwa variabel hard skill pegawai berada pada kategori baik, sedangkan kapabilitas soft skill dan capaian kinerja pegawai menempati kategori sangat baik. Hasil analisis verifikatif membuktikan bahwa hard skill dan soft skill secara simultan memberikan pengaruh yang positif dan signifikan terhadap kinerja pegawai dengan kontribusi sebesar 42,9%, sementara sisanya sebesar 57,1% dibentuk oleh variabel eksternal di luar model penelitian. Secara parsial, keahlian teknis (hard skill) memberikan sumbangan pengaruh murni sebesar 11,8%, sedangkan kecerdasan interpersonal (soft skill) tampil mendominasi dengan kontribusi mencapai 31,1%. Kesimpulan utama dari penelitian ini menegaskan bahwa kematangan perilaku nonteknis, seperti etika pelayanan dan kecerdasan emosional, memegang peranan yang jauh lebih vital dan dominan dalam mendorong produktivitas serta keberhasilan operasional dibandingkan sekadar keahlian mekanis.

Kata Kunci : Hard Skill, Soft Skill, Kinerja Pegawai, Manajemen Sumber Daya Manusia, Kedai Kopi.

ABSTRACT

This study aims to determine and empirically analyze the magnitude of the influence of hard skills and soft skills on employee performance at Dreezel Coffee Bandung, both partially and simultaneously. The research method applied is a quantitative method with descriptive and verificative approaches. The study population includes all 73 operational employees of Dreezel Coffee Bandung, with saturated sampling (census) utilized as the sampling technique. Primary data collection was conducted directly in the field through a Likert Scale questionnaire. Data analysis was calculated using the Method of Successive Interval (MSI), multiple linear regression, multiple correlation, coefficient of determination, partial test (t-test), and simultaneous test (F-test) utilizing IBM SPSS software.

Based on the results of the descriptive analysis, it is known that the employees' hard skill variable is in the good category, while soft skill capabilities and employee performance achievements occupy the very good category. The verificative analysis proves that hard skills and soft skills simultaneously provide a positive and significant effect on employee performance with a contribution of 42.9%, while the remaining 57.1% is shaped by external variables outside the research model. Partially, technical expertise (hard skills) contributes a pure influence of 11.8%, while interpersonal intelligence (soft skills) dominates with a contribution reaching 31.1%. The main conclusion of this study emphasizes that the maturity of non-technical behavior, such as hospitality ethics and emotional intelligence, plays a far more vital and dominant role in boosting productivity and operational success compared to mere mechanical skills.

Keywords : Hard Skills, Soft Skills, Employee Performance, Human Resource Management, Coffee Shop