

ABSTRAK

Seorang *driver* yang kompeten seperti memiliki *Knowledge* (pengetahuan) mengetahui betul tentang medan perjalanan dan kondisi mobil, *Skill* (kemampuan) mengendarai bus yang mahir, dan *Attitude* (sikap) dalam berkendara dan pribadi yang ramah & sopan akan menghasilkan kinerja yang maksimal sehingga mampu memuaskan pelanggan.

Penelitian berjudul Pengaruh Dimensi Kompetensi (*Knowledge, Skill, Attitude*) Terhadap Kinerja *Driver* (Supir) Pada CV. Fiesta Tour. Tujuan penelitian untuk mengetahui bagaimana *Knowledge* (Pengetahuan), *Skill* (Keterampilan), *Attitude* (Sikap), Kompetensi, Kinerja *driver* (supir) pada CV. Fiesta Tour. Dan untuk mengetahui bagaimana pengaruh *Knowledge* (Pengetahuan) terhadap Kinerja *driver* (supir) pada CV. Fiesta Tour, pengaruh *Skill* (Keterampilan) terhadap Kinerja *driver* (supir) pada CV. Fiesta Tour, pengaruh *Attitude* (Sikap) terhadap Kinerja *driver* (supir) pada CV. Fiesta Tour, dan pengaruh Dimensi Kompetensi (*Knowledge, Skill, Attitude*) terhadap Kinerja *driver* (supir) pada CV. Fiesta Tour. Metode dalam penelitian yang digunakan yaitu metode deskriptif dengan teknik pengumpulan data melalui penyebaran kuesioner.

Hasil penelitian menunjukkan bahwa *Knowledge* (Pengetahuan) *driver* (supir) pada CV. Fiesta Tour dinilai baik, nilainya 3,80 (3,40-4,19). *Skill* (Keterampilan) *driver* (supir) pada CV. Fiesta Tour dinilai cukup baik, nilainya 3,39 (2,60-3,39). *Attitude* (Sikap) *driver* (supir) pada CV. Fiesta Tour dinilai buruk, nilainya 2,57 (1,80-2,59). Kompetensi *driver* (supir) pada CV. Fiesta Tour dinilai cukup baik, nilainya 3,18 (2,60-3,39). Kinerja *driver* (supir) pada CV. Fiesta Tour dinilai tinggi, nilainya 3,60 (3,40-4,19). Pengujian hipotesis uji t menunjukkan *Knowledge* (Pengetahuan) tidak berpengaruh terhadap Kinerja *driver* dan memiliki tingkat hubungan yang lemah. *Skill* (Keterampilan) berpengaruh secara signifikan terhadap Kinerja *driver* dan memiliki tingkat hubungan yang sangat kuat. *Attitude* (Sikap) berpengaruh signifikan terhadap Kinerja *driver*. Dan memiliki tingkat hubungan yang kuat. Pengujian hipotesis uji f menunjukkan secara simultan terdapat pengaruh yang signifikan antara Dimensi Kompetensi (*Knowledge, Skill, Attitude*) terhadap Kinerja *driver* dan memiliki keeratan hubungan sangat kuat, dan 82,8% variasi dari Kinerja *driver* dijelaskan oleh Dimensi Kompetensi.

Kata kunci: kompetensi, *knowledge, skill, attitude*, kinerja *driver* (supir)

ABSTRACT

A driver who has a great competency like “Knowledge” a driver who knows well about road and car condition, “Skill” a driver good in driving, and “Attitude” not only just a friendly & kind driver but also pleasant in driving will producing a good performance so that customer will satisfied.

*The study entitled *Effect of Competency Dimension (Knowledge, Skill, Attitude) on Driver Performance At CV. Fiesta Tour*. The aim of research to find out about knowledge, skill, attitude, competency, and performance of driver CV. Fiesta Tour. And to know about the influence of knowledge to driver performance, the influence of skill to driver performance, the influence of attitude to driver performance, and the influence of competency dimension (knowledge, skill, attitude) to driver performance. The method used in the study was descriptive method with data collection via questionnaires.*

The results shown the Knowledge of driver is good, the result is 3,80 (3,40-4,19), Skill of driver is good enough, the result is 3,39 (2,60-3,39), Attitude of driver is bad, the result is 2,57 (1,80-2,59), Competency of driver is good enough, the result is 3,18 (2,60-3,39), Performance of driver is high, the result is 3,60 (3,40-4,19). The hypothesis t test shown knowledge does not influence the driver performance and has weak correlation. Skill does influence significantly to the driver performance and has very strong correlation. Attitude does influence significantly to the driver performance and has strong correlation. The f test shown simultaneously there is significantly influence between competency dimension (knowledge, skill, attitude) and driver performance. And has a very strong correlation between them. 82,8% driver performance is variant of competency dimension.

Keywords: competency, knowledge, skill, attitude, driver performance