

ABSTRACT

One of the most emerging businesses is in the food sector, one of which is an old-school bakery business. The old-school bakery business that became a pioneer in Indonesia and has survived to this day is the Bluder Cokro bread business. More and more enthusiasts of this bread began to appear in many similar businesses. Amidst business competition, companies must maintain customer satisfaction by providing the best customer service. The purpose of this study was to determine the magnitude of the influence of employee interpersonal communication in the Bluder Cokro service section on customer satisfaction. This research uses explanation quantitative methods. The sampling technique in this study used non-probability, namely purposive sampling with a sample of 100 respondents. The results of the correlation coefficient test found a substantial, significant, and in-line relationship with the calculated t value, which gave a significant effect of $8.329 > t \text{ table } 1.660$. This study concludes that there is an influence from interpersonal communication of Bluder Cokro service employees through a determination efficiency test of 41.6% on customer satisfaction, and other factors outside of this study influence the remaining 58.4%.

Keywords: *Interpersonal Communication, Service, Food Business, Customer Satisfaction.*