

ABSTRACT

The objectives of this research is to analyze the influence of burnout variable toward work satisfaction variable and its bearing to work satisfaction improvement and service quality of the employees of frontliner Bank Mandiri Kota Semarang. Data that used in this research is primary data in the form of questionnaire which is passed to 105 frontliner Bank Mandiri Kota Semarang.

Analysis technique used in this research is Structural Equation Model (SEM) from software AMOS 7.0. This result of this research indicate that causality [relation/link] usher variables influencing and criterion of Goodness Of Fit that is chi square =(188.683); probability = (0.120); GFI = (0.858); AGFI = (0.821); CFI = (0.989); TLI = (0.987); RMSEA = (0.035); CMIN/DF = (1.130). Pursuant to result analyse inferential data that variable burnout have an positive effect and significant to work satisfaction, while variable work satisfaction have an positive effect to variable performance of employees and service quality.

The empiric finding, indicated that to increase the work satisfaction which can influence employees performance and service quality, hence the company need to pay attention to factors that influencing work satisfaction, such as burnout. Because by given the referable the relation, influence to design strategy utilize improvement of performance of employees and service quality.

Keywords: Burnout, Job Satsfation, Job Performance, Service Quality.