

ABSTRAK

Penelitian ini bertujuan untuk mengetahui efektivitas kemampuan *Soft Skill* dan *Hard Skill Tour Leader* terhadap kepuasan peserta tour pada Help Tour Travel. *Soft skill* mencakup aspek *interpersonal* seperti komunikasi, empati, dan kepemimpinan, sementara *hard skill* mencakup penguasaan teknis seperti manajemen waktu, penguasaan destinasi, dan penyelesaian masalah. Metode yang digunakan dalam penelitian ini adalah kuantitatif dengan pendekatan deskriptif asosiatif. Data diperoleh melalui penyebaran kuesioner kepada 89 responden yang merupakan peserta tour Help Tour Travel. Teknik analisis data yang digunakan meliputi uji validitas, reliabilitas, uji asumsi klasik, regresi linier berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa secara parsial *soft skill* dan *Hard Skill* tidak berpengaruh signifikan terhadap kepuasan peserta *tour*. Nilai koefisien determinasi (*Adjusted R Square*) sebesar 0,634 meskipun tinggi, tetap perlu diinterpretasikan hati-hati karena nilai signifikansi dari uji F tidak mendukung keberartian model. Dengan demikian, disimpulkan bahwa kontribusi *Soft Skill* dan *Hard Skill* terhadap kepuasan pelanggan tergolong rendah secara statistik. Dengan demikian, keseimbangan antara kemampuan teknis dan interpersonal sangat penting dalam meningkatkan kualitas pelayanan *tour leader* dan kepuasan pelanggan.

Kata Kunci: *Soft Skill, Hard Skill, Tour Leader, Kepuasan Peserta Tour, CV Help Tour Travel*

Abstract

This study aims to evaluate the effectiveness of Tour Leaders' soft skills and hard skills on tour participants' satisfaction at Help Tour Travel. Soft skills refer to interpersonal competencies such as communication, empathy, and leadership, while hard skills involve technical abilities such as time management, destination knowledge, and problem-solving. The research employed a quantitative method using a descriptive-associative approach. Data were collected through questionnaires distributed to 89 respondents who participated in tours organized by Help Tour Travel. The data analysis techniques included validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, and the coefficient of determination analysis. The results show that, individually, soft skills and hard skills do not have a significant effect on participants' satisfaction. The adjusted R Square value of 0.808 indicates that the model explains a large portion of the variance in participant satisfaction. Nonetheless, this interpretation must be approached with caution, as the F-test significance value does not support the overall model's validity. In conclusion, the statistical contribution of soft skills and hard skills to participant satisfaction is relatively low. Therefore, achieving a balance between technical and interpersonal competencies is essential for improving the quality of service provided by Tour Leaders and enhancing customer satisfaction.

Keywords: *Soft Skill, Hard Skill, Tour Leader, Customer Satisfaction, CV Help, Tour Travel.*