## ABSTRACT

**Muhamad Ridwan : Influence of Communication Patterns Of Service Guest (Causality Studies at Saung Angklung Udjo)**

In order to deal with conflicts of interest in an agency or corporation will require the existence of the relationship, with internal employees who are expected to control activities within the company. Activities that take place in the company would have an impact on the climate of communication within the company to a better direction, so that corporate objectives can be achieved, which is a form of public relations activities also known by its internal relations. As one of the internal activities of Saung Angklung Udjo is Coffee morning.

Coffee morning activities in addition to providing important information regarding the job or new policies to the employees of the company can also provide a boost in order to provide good service to guests Saung Angklung Udjo.

The purpose of this study was to determine whether there is influence of communication patterns to guest services. This research is a survey while the method used is the causal comparative. Methods causal comparative is done on a large or small population, but the data is examined data from a sample taken from a population that has been determined . This method aims at a causal comparative to the study sought to describe that situation has happened. Meanwhile, there are also researchers who incorporate causal comparative research as ex - postfacto research on the grounds that in the study, variables also have occurred and investigators were trying to manipulate or control. In a comparative study of causal variables and variables that influenced the cause has occurred and investigated again by dropping back .

The results showed that there are significant between the variables X is an activity pattern of communication to variable Y is Guest Services, based on research it can be concluded that the effect on the pattern of communication in Saung Angklung Udjo to Guest Services by t test to test the significance of the constants and the dependent variable (Guest Services). Regression coefficient test criteria of the variable pattern of communication to Guest Services, as the value of $t_{count} > t_{table}$ or $7{,}230 > 1{,}676$, then Ho is rejected it means a significant regression coefficient or the Communication Patterns really significantly influence The Guest Services .