

Efek mediasi dari affective delivery karyawan pada kepuasan kerja karyawan : peran dari emotional labor dan expression of naturally felt emotion studi pada industri fesyen ritel di Indonesia = The mediating effect of employee s affective delivery on employee's job satisfaction : the role of emotional labor and expression of naturally felt emotion a study in Indonesia fashion retail industry / Budi Anitarini

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Abstrak

**ABSTRAK**

Karyawan seringkali melakukan emotional labor saat berinteraksi dengan pelanggan. Penelitian ini bertujuan untuk meneliti hubungan antara emotional labor dengan kepuasan karyawan dimana positive affective delivery berperan sebagai mediasinya dan extraversion berperan sebagai salah satu moderator dalam emotional labor. Hasil dari penelitian ini menunjukkan tidak adanya hubungan antara surface acting dan deep acting pada kepuasan karyawan dan positive affective delivery. Namun penemuan menunjukkan bahwa terdapat hubungan positif antara expression of naturally felt emotions terhadap kepuasan karyawan dan positive affective delivery. Penelitian ini juga merupakan penelitian pertama yang menemukan hubungan positif antara positive affective delivery dengan kepuasan karyawan.

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**ABSTRACT**

Service employees frequently engage in emotional labor while interacting with customers. This current research aims to examine the relationship between emotional labor with employee job satisfaction with positive affective delivery as the mediation and extraversion serves as one of the moderator in emotional labor. The results show insignificant relationship between surface acting and deep acting with employee job satisfaction and positive affective delivery. However, the result shows positive relationship between expression of naturally felt emotions with employee job satisfaction and positive affective delivery. Moreover, this research is the first to found positive relationship between positive affective delivery with employee job satisfaction.