

Pengaruh customer related stressor work environment related stressor dan job related stressor terhadap negative affectivity, emotional exhaustion, dan customer orientation = The influence of customer related stressor work environment related stressor and job related stressor toward negative affectivity, emotional exhaustion, and customer orientation

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Abstrak

ABSTRAK

Tujuan utama skripsi ini adalah untuk mengetahui pengaruh dari workplace stressors, dengan melihat ketiga pemicu stres diantaranya : customer related stressor, work environment related stressor, dan job related stressor terhadap negative affectivity, emotional exhaustion, dan customer orientation pada teknisi Indovision. Model penelitian dengan enam hipotesis diuji menggunakan metode Structural Equation Modeling (SEM).

Hasil dari penelitian ini menyimpulkan bahwa potensi pemicu stres kerja yang dirasakan oleh teknisi Indovision adalah berasal dari faktor permintaan konsumen, dan lingkungan kerja mereka, hal ini akan berpengaruh terhadap kepuasan kinerja dan kinerja teknisi Indovision. Namun beberapa faktor pemicu stres yang dialami oleh teknisi Indovision dan dampaknya terhadap negative affectivity, dan emotional exhaustion tidak mengganggu teknisi dalam memberikan pelayanan yang terbaik untuk para pelanggannya, hal inilah yang harus diutamakan bagi Industri media jasa di Indonesia, sehingga memiliki competitive advantages untuk dapat berkompetisi dengan para pesaingnya.

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ABSTRACT

The focus of this study is to determine the influence of workplace stressors, related with three factor of stressors : customer related stressor, work environment related stressor, and job related stressor of negative affectivity, emotional exhaustion and customer orientation in Indovision. The six-hypotheses research model in this study are tested with Structural Equation Modeling (SEM).

The results of this study, Indovision technician stressor are source from consumer related stressor and work environment related stressor uncertainty are found to be their major stressors, in this case both stressor are relevance with job satisfaction and quality of working technicians. In the fact in this company, stressor are related with negative affectivity, and emotional exhaustion are not effect with the customer orientation. This is the value added for this company to build a competitive advantages in a competitive markets.