

ABSTRAK

Rafika Nirmala Purbasari, 111411131088, Hubungan Antara *Emotional Labor*, Persepsi Dukungan Organisasi dengan Keterikatan Kerja pada *Customer Contact Employee* Hotel X di Surabaya, *Skripsi*, Fakultas Psikologi Universitas Airlangga, 2018.

xx + 78 halaman, 26 lampiran.

Penelitian ini bertujuan untuk mengetahui adakah hubungan antara *emotional labor*, persepsi dukungan organisasi dengan keterikatan kerja pada *customer contact employee* Hotel X di Surabaya. *Emotional labor* didefinisikan sebagai manajemen emosi yang menciptakan sikap ramah dan bersahabat terhadap tamu yang meningkatkan kepuasan, komitmen, hingga loyalitas tamu (Chu & Murrmann, 2006). Persepsi dukungan organisasi merupakan bagaimana karyawan memiliki keyakinan dengan sejauh mana organisasi peduli pada kesejahteraan karyawan dan menghargai kontribusi yang telah mereka berikan (Eisenberger, dkk., 1986). Sedangkan keterikatan kerja adalah keadaan pikiran individu yang positif dan berusaha memenuhi tuntutan pekerjaan (Schaufeli, dkk., 2002).

Penelitian ini memiliki jumlah partisipan sebanyak 43 orang *customer contact employee*, yakni karyawan dalam departemen *food and beverage*, *front office*, *housekeeping*, dan *sales* yang bekerja di Hotel X Surabaya. Penelitian ini menggunakan metode kuantitatif dan teknik survei dalam pengambilan data. Analisa dilakukan dengan menggunakan teknik korelasi *Spearman's Rho* dalam *IBM SPSS for windows 22*. Alat ukur untuk mengukur *emotional labor* dalam penelitian ini adalah *Hospitality Emotional Labor Scale* milik Chu & Murmann dengan reliabilitas 0,90, persepsi dukungan organisasi diukur dengan *Survey of Perceived Organizational Support* milik Eisenberger, dkk., dengan reliabilitas 0,90, dan keterikatan kerja menggunakan *Utrecht Work Engagement Scale* milik Schaufeli dkk., dengan reliabilitas 0,92. Hasil penelitian menunjukkan bahwa terdapat hubungan yang kuat antara *emotional labor*, persepsi dukungan organisasi dengan keterikatan kerja pada *customer contact employee* Hotel X di Surabaya.

Kata Kunci : *emotional labor, perceived organizational support, work engagement, customer contact employee*

Daftar Pustaka, 61, (1983-2018)

ABSTRACT

Rafika Nirmala Purbasari, 111411131088, Correlation Between Emotional Labor, Perceived Organizational Support, with Work Engagement in Customer Contact Employee Hotel X, Surabaya, Thesis, Fakultas Psikologi Universitas Airlangga, 2018.

Xx + 78 pages, 26 appendix

This study aims to test the correlation between emotional labor, perceived organizational support, with work engagement in customer contact employee Hotel x, Surabaya. Emotional labor defined as management of emotion that creates hospitality and friendly attitude towards guest to increase guest satisfaction, to guest loyalty (Chu & Murrmann, 2006). Perceived organizational support is how an employee have belief about how far the organization care and concern towards their contribution to the organization itself (Eisenberger, *et al.*, 1986). The definition of work engagement is a positive state of mind which try to fulfill the job demands (Schaufeli, *et al.*, 2002).

This research has 43 participants and conducted on customer contact employee (employee on beverage, front office, housekeeping, and sales department) in Hotel X Surabaya. By using quantitative method and survey as data retrieval, this research use Spearman's Rho technique on IBM SPSS For Windows 22. Data were collected using Hospitality Emotional Labor Scale by Chu & Murrmann to measure Emotional Labor and translated to Bahasa Indonesia with reliability 0,90. Perceived organizational support were measured with Survey of Perceived Organizational Support by Eisenberger *et al* and translated to Bahasa Indonesia with reliability 0,90, and last, this reserach was using Utrecht Work Engagement Scale in Bahasa Indonesia by Schaufeli *et al* to measure work engagement with reliability 0,92. The result of this research shows that there are strong correlation between emotional labor with work engagement and perceived organizational support with work engagement on customer contact employee Hotel X, Surabaya.

Key Word : emotional labor, perceived organizational support, work engagement, customer contact employee

References, 61, (1983-2018)