

ABSTRAK

Emotional intelligence dan *customer orientation* penting dimiliki oleh *frontline employees* karena dapat memengaruhi cara karyawan dalam bertindak dan berbicara dengan pelanggan. Hal tersebut perlu diperhatikan karena merupakan bagian penting dari kualitas layanan yang semestinya dimiliki oleh *frontline employees*. Penelitian ini bertujuan untuk menjelaskan bagaimana hubungan antara peran *emotional intelligence* dan *customer orientation* pada perspektif *emotional labor* yang akan memengaruhi *job satisfaction* karyawan pada pekerjaannya. Responden yang digunakan dalam penelitian ini adalah *frontline employees* di perusahaan GraPARI Telkomsel Surabaya dengan memiliki 95 responden. Jenis penelitian ini menggunakan pendekatan kuantitatif dengan metode pengambilan sampel secara sensus dan menggunakan metode analisis *Partial Least Square* (PLS). Hasil pengujian menunjukkan bahwa terdapat pengaruh signifikan dari *emotional intelligence* terhadap *deep acting*, *surface acting* dan *job satisfaction*. Lalu, diketahui hasil pengujian menunjukkan *surface acting* dan *deep acting* dapat memediasi hubungan antara *emotional intelligence* terhadap *job satisfaction*. Selanjutnya, hasil pengujian juga menunjukkan terdapat pengaruh signifikan dari *customer orientation* terhadap *surface acting* dan *job satisfaction*. Sedangkan pengaruh *customer orientation* terhadap *deep acting* diketahui tidak memiliki pengaruh secara signifikan. Lalu, diketahui hasil pengujian menunjukkan *surface acting* dapat memediasi hubungan antara *customer orientation* terhadap *job satisfaction*, tetapi *deep acting* diketahui belum dapat memediasi hubungan antara *customer orientation* terhadap *job satisfaction*.

Kata Kunci: *Customer Orientation, Deep Acting, Emotional Intelligence, Job Satisfaction, Surface Acting*

ABSTRACT

Emotional intelligence and customer orientation are important for frontline employees because they can influence the way employees act and talk with customers. This needs to be considered because it is an important part of service quality that frontline employees should have. This study aims to explain how the relationship between the role of emotional intelligence and customer orientation on the perspective of emotional labor that will affects the job satisfaction of employees at work. Using 95 frontline employees at GraPARI Telkomsel Surabaya as respondents. This research uses a quantitative method with a census sampling and uses Partial Least Square (PLS) analysis method. The test result prove that there is a significant effect of emotional intelligence on deep acting, surface acting and job satisfaction. Then, it is known the test results that surface acting and deep acting can mediate the relationship between emotional intelligence and job satisfaction. Furthermore, the test results also prove that there is a significant effect of customer orientation to surface acting and job satisfaction. While the effect of customer orientation to deep acting is known to have no significant effect. Then, it is known the test results that surface acting can mediate the relationship between customer orientation and job satisfaction, but deep acting is known to not be able to mediate the relationship between customer orientation to job satisfaction.

Keywords: *Customer Orientation, Deep Acting, Emotional Intelligence, Job Satisfaction, Surface Acting*