

Analisis pengaruh kepuasan kerja dan stres kerja terhadap intensi turnover customer service employee di Pt.Plaza Indonesia Realty Tbk = Analysis of the affect of job satisfaction and job stress on the turnover intention customer service employee at PT. Plaza Indonesia Realty Tbk.

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Abstrak

Persaingan bisnis yang semakin ketat dan diikuti oleh lingkungan yang sering berubah, kesuksesan suatu organisasi tidak bisa lepas dari peran serta customer service employee yang berfungsi sebagai ujung tombak perusahaan. Maka dari itu kepuasan kerja dan stres kerja customer service employee harus diperhatikan oleh perusahaan. PT. Plaza Indonesia Realty Tbk. dijadikan sebagai objek penelitian dikarenakan pertumbuhan cepat tetapi turnover tinggi dalam tiga tahun terakhir.

Tujuan penelitian ini untuk menemukan bagaimana besarnya pengaruh kepuasan kerja terhadap intensi turnover customer service employee, stres kerja terhadap intensi turnover customer service employee, dan kepuasan kerja dan stres kerja terhadap customer service employee di PT. Plaza Indonesia Realty Tbk.

Hasil dari penelitian ini menunjukkan bahwa intensi turnover pada customer service employee dipengaruhi secara negatif dan signifikan oleh besarnya persepsi customer service employee akan kepuasan kerja. Selain itu intensi turnover customer service employee juga dipengaruhi secara positif dan signifikan oleh besarnya persepsi customer service employee akan Stres Kerja. Sedangkan intensi turnover customer service employee juga dipengaruhi secara positif dan signifikan oleh besarnya persepsi customer service employee akan kepuasan Kerja dan Stres Kerja. Sementara dari hasil wawancara, kepuasan kerja dan stres kerja mempunyai pengaruh yang positif akan alasan keluar atau resign.

Penelitian diharapkan dapat memperkaya hasil-hasil penelitian mengenai kepuasan kerja dan stress kerja terhadap intense turnover di sektor swasta. Untuk penelitian selanjutnya disarankan menggunakan wawancara dengan karyawan yang masih aktif guna mengetahui secara mendalam faktor-faktor apa saja yang mempengaruhi intense turnover customer service employee di sektor swasta.

.....An increasingly competitive business environment followed by frequent changes, as well as in achieving an organization's success is inseparable from the role of customer service employee that serves as the spear head of the company. So, job satisfaction and work stress customer service employee should be considered by the company. PT. Plaza Indonesia Realty Tbk. serves as the object of research because of its rapid growth but high turnover in customer service employee in the last three years.

The purpose of this study is to discover how the magnitude of the effect of job satisfaction on turnover intentions in customer service employee, work stress on turnover intentions in customer service employee, and job satisfaction with work stress on turnover intentions in customer service employee.

The results of this study indicate that the turnover intention to the customer service employee of the company is affected by the negative and significant perception of the customer service employee in variable of work satisfaction. Also the intention of the turnover intention in customer service employee of the company is also affected by the positive and significant perception of customer service employee in variable of job stress. While the results of the interviews, the variable of job stress, and the job satisfaction has a

positive and significant influence and the strongest reason to intention leave or resign.

This study is expected to enrich the results of research on job satisfaction, job stress and turnover intentions in the private sector. Future studies are advised to use interviews with employees who are still active to know in depth the factors affecting turnover intention of customer service staff in the private sector.