

# Pengaruh peningkatan komitmen afektif terhadap perilaku berorientasi pelanggan melalui pelatihan isefi pada karyawan PT.XX = The effect of affective commitment improvement on customer oriented behavior through isefi themed training for employees at PT.XX

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## Abstrak

Berdasarkan hasil identifikasi masalah organisasi, para karyawan PT XX kurang menampilkan adanya komitmen terhadap organisasi, khususnya terkait dengan komitmen afektif, dan hal tersebut dianggap menjadi salah satu faktor penghambat munculnya perilaku berorientasi pelanggan. Penelitian dilakukan untuk melihat adanya korelasi antara komitmen organisasi, khususnya terkait komitmen afektif, dan perilaku berorientasi pelanggan pada karyawan PT XX, dengan menggunakan alat ukur Employee Customer-Oriented Behaviors Scale (Grizzle, Lee, Zablah, Brown, & Mowen, 2009) dan TCM Employee Commitment Survey: Revised Version (Meyer, Allen, & Smith, 1993). Responden 15 karyawan dari 6 departemen fungsi operasional PT XX.

Hasil uji korelasi menunjukkan korelasi signifikan antara komitmen afektif dan perilaku berorientasi pelanggan ( $r = .435^*$ ,  $p < .05$ ), serta hasil ini menjadi dasar pemberian intervensi. Intervensi dilakukan melalui pelatihan ISEFI - Improve Service Excellence from Inside dan aktivitas lanjutan pelatihan berupa pengisian Mission Book (MB). Uji perbedaan sebelum dan sesudah pelatihan dan pengisian MB menunjukkan terdapat peningkatan yang signifikan antara skor komitmen afektif ( $z = -2.041^*$ ,  $p < .05$ ) dan peningkatan yang juga signifikan pada skor perilaku berorientasi pelanggan ( $z = -2.023^*$ ,  $p < .05$ ).

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Based on identification of organizational problems, employees indicate less commitment to the organization and it is considered to be the one of factors that inhibit the appearance of a customer orientation behavior of PT XX's employees. This reseach was conducted to find the correlation between organizational commitment, especially affective commitment and customer orientation behavior of PT XX's employees using Employee Customer-Oriented Behaviors Scale (Grizzle, Lee, Zablah, Brown, & Mowen, 2009) and the TCM Employee Commitment Survey: Revised Version (Meyer, Allen, & Smith, 1993). Data gathered from 15 employees in 6 different departments at PT XX.

The result showed that there was a significant correlation between affective commitment and customer orientation behavior ( $r = .435^*$ ,  $P < .05$ ). Based on this result, researcher determined that intervention program was to provide an 'ISEFI' Improve Service Excellence from Inside? Themed Training and post-training follow-up activities - Mission Book. Furthermore, researcher give a test to find the differences between affective commitment and customer orientation behavior scores before and after the intervention conducted. The result of the test found that affective commitment's score was significantly different ( $z = -2.041^*$ ,  $p < .05$ ) and customer orientation behavior score was also significantly different ( $z = -2.023^*$ ,  $p < .05$ ).