

Pengaruh perceived employee emotional competence terhadap customer satisfaction dan loyalty-peran mediasi rapport = Effects of perceived employee emotional competence on customer satisfaction and loyalty the mediating role of rapport

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Abstrak

[ABSTRAK

Penelitian ini menguji pengaruh perceived employee emotional competence terhadap customer satisfaction dan loyalty, serta bagaimana rapport memediasi pengaruh tersebut. Penelitian ini menggunakan konteks personal service, yaitu penata rambut, dengan menggunakan 130 sampel. Penelitian ini terdiri dari dua studi. Studi 1 menguji model penelitian pada responden yang menggunakan penata rambut yang sama setiap kali menggunakan jasa penata rambut, sedangkan studi 2 menguji model penelitian pada responden yang menggunakan penata rambut yang berbeda-beda. Model penelitian diuji dengan menggunakan teknik analisis Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian ini menunjukkan bahwa employee emotional competence tidak berpengaruh secara langsung terhadap satisfaction dan loyalty, tetapi melalui mediasi rapport.;This research examined the effect of perceived employee emotional competence on customer satisfaction and loyalty, and how rapport mediates these effects. This research uses the context of personal service, hairstylist, using 130 samples. This research consists of two studies. Study 1 tested the research model on respondents who use the same hairstylist each time using the service of hairstylist, while Study 2 tested the research model on respondents who use different hairstylists each time using the service. The model was tested by using Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. This research showed that employee emotional competence do not effect satisfaction and loyalty directly, but through the mediation of rapport.;This research examined the effect of perceived employee emotional competence on customer satisfaction and loyalty, and how rapport mediates these effects. This research uses the context of personal service, hairstylist, using 130 samples. This research consists of two studies. Study 1 tested the research model on respondents who use the same hairstylist each time using the service of hairstylist, while Study 2 tested the research model on respondents who use different hairstylists each time using the service. The model was tested by using Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. This research showed that employee emotional competence do not effect satisfaction and loyalty directly, but through the mediation of rapport.;This research examined the effect of perceived employee emotional competence on customer satisfaction and loyalty, and how rapport mediates these effects. This research uses the context of personal service, hairstylist, using 130 samples. This research consists of two studies. Study 1 tested the research model on respondents who use the same hairstylist each time using the service of hairstylist, while Study 2 tested the research model on respondents who use different hairstylists each time using the service. The model was tested by using Partial Least Squares Structural Equation Modeling (PLS-SEM) technique. This research showed that employee emotional competence do not effect satisfaction and loyalty directly, but through the mediation of rapport., This research examined the effect of perceived employee emotional competence on customer satisfaction and loyalty, and how rapport mediates these effects. This research uses the context of

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