

## Peran dari keterikatan pegawai frontliner sebagai poin penentu perbedaan dalam bisnis yang berfokus kepada pelanggan = The Role of frontline employees (FLEs) engagement as points of difference (PODs) in customer-centric businesses

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### Abstrak

[<b>ABSTRAK</b><br> Pada makalah konseptual ini, penulis menyajikan implikasi dari pegawai frontliner sebagai daya jual yang dapat menarik pelanggan, berkenaan dengan produk yang dijual oleh perusahaan tersebut. Kemampuan pegawai frontliner dalam melaksanakan pekerjaannya dapat berakibat kepada meningkatnya loyalitas pelanggan, yang menjanjikan lebih banyak lagi manfaat bagi perusahaan sebagai merek acuan pelanggan. Makalah ini juga mengevaluasi efek-efek dari dalam internal organisasi seperti budaya, dukungan dari manajemen teratas, serta jaminan pegawai, dalam menentukan kesediaan pegawai frontliner untuk merepresentasikan perusahaan tempat mereka bekerja. Model yang disediakan dalam makalah ini menunjukkan hubungan 360 derajat antara organisasi, pegawai frontliner, dan para pelanggannya.<b>ABSTRACT</b><b> In this conceptual paper, the author presents the implications of Frontline Employees (FLEs) as a selling proposition that could attract customers, in respect to the products that the firm actually sells. FLEs ability to perform in the way the firm desires lead to customer engagement and attachment, which could later but surely grow into customer loyalty that promises even more advantages for the company as their preferred brand. This paper also evaluates organisational effects such as culture, top management support, and employee benefits on FLEs willingness to act as a direct representation of the company they are working for. The model provided in this paper draws the 360-degree relationship between organisations, FLEs, and their customers., In this conceptual paper, the author presents the implications of Frontline Employees (FLEs) as a selling proposition that could attract customers, in respect to the products that the firm actually sells. FLEs ability to perform in the way the firm desires lead to customer engagement and attachment, which could later but surely grow into customer loyalty that promises even more advantages for the company as their preferred brand. This paper also evaluates organisational effects such as culture, top management support, and employee benefits on FLEs willingness to act as a direct representation of the company they are working for. The model provided in this paper draws the 360-degree relationship between organisations, FLEs, and their customers.]