

Analisis pengaruh intrinsic motivation, polychronicity, work-family conflict terhadap service recovery performance pada karyawan frontline hotel bintang empat dan bintang lima di Jakarta = The analysis of the effect intrinsic motivation, polychronicity, work family conflict toward service recovery performance of frontline at four star and five star hotels in Jakarta

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Abstrak

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Sifat industri hospitality membutuhkan posisi frontline untuk terlibat dalam tantangan sejumlah tugas ketika berinteraksi langsung dalam memberikan pelayanan dari organisasi. Hal ini tidak mengherankan, karena karyawan frontline adalah cerminan perusahaan hospitality, sehingga diharapkan dapat memberikan pelayanan konsumen yang berkualitas tinggi dan berhasil menangani masalah serta konsumen yang komplain. Tujuan penelitian ini untuk menyelidiki pengaruh intrinsic motivation, polychronicity, work-family conflict terhadap service recovery performance pada karyawan frontline menggunakan metode Structural Equation Modeling SEM. Teknik pengambilan sampel menggunakan metode purposive sampling. Hipotesis diuji menggunakan data yang diambil dari 124 karyawan frontline hotel bintang empat dan bintang lima di Jakarta melalui kuesioner. Hasil penelitian menunjukkan bahwa intrinsic motivation tidak memiliki pengaruh negatif terhadap work-family conflict, intrinsic motivation memiliki pengaruh positif terhadap service recovery performance, polychronicity tidak memiliki pengaruh negatif terhadap work-family conflict tetapi hasil menunjukkan negatif sehingga dapat dikatakan terdapat indikasi bahwa kedua variabel berpengaruh negatif, polychronicity tidak memiliki pengaruh positif terhadap service recovery performance dan work-family conflict tidak memiliki pengaruh negatif terhadap service recovery performance.

ABSTRACT

The nature of the hospitality industry requires frontline position holders to engage in a number of tasks in challenging service encounters of organization. This is not surprising, because frontline employees FLEs are the face of a hospitality firm and are expected to offer high quality customer service and successfully handle customer complaints and problems. The purpose of this paper is to investigate the impact of intrinsic motivation, polychronicity, work family conflict toward service recovery performance of frontline employees using Structural Equation Modeling SEM method. The sampling technique using purposive sampling method. Hypothesis tested using data of 124 frontline employees at four star and five star hotels in Jakarta using questionnaire. The study result showed that intrinsic motivation does not have negatively influence to work family conflict, there is a positive influence between intrinsic motivation and service recovery performance, polychronicity does not have a negative influence on work family conflict but the result show negative so it can be said there is an indication that both variables has a negative effect, polychronicity does not have positively influence to service recovery performance, and work family conflict does not have negatively influence to service recovery performance.