

Factors contributing to turnover intentions, service behaviors and performance of Indonesia's flag-carrier flight attendants = Faktor-faktor yang berkontribusi terhadap turnover intention perilaku layanan, dan kinerja awak kabin maskapai penerbangan nasional Indonesia

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Abstrak

This study examined relationships between occupational stress, management commitment to service, and employee performance, which were mediated by job satisfaction, turnover intentions, and service behaviors. Employing quantitative approach, data was collected from a sample of 338 flight attendants of a flag carrier based in Indonesia using structured questionnaire as survey instrument. The hypotheses and the proposed relationship model were validated and analyzed through structural equation modeling using SmartPLS 3. The empirical results revealed that job satisfaction partially mediated the relationship between occupational stress and turnover intention. Moreover, the results showed that job satisfaction partially mediated the relationship between management commitment and service behaviors. The results further revealed that turnover intentions partially mediated the relationship between occupational stress and employee performance. The results also showed that service behaviors partially mediated the relationship between management commitment to service and employee performance. This study further developed theoretical implications and provided recommendations for managers in the airline industry to maintain the performance of flight attendants, retain them in the organization, and encourage them performing the desired service behaviors toward both customers and coworkers.

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Penelitian ini menguji hubungan antara stres kerja, komitmen manajemen terhadap layanan, dan kinerja karyawan, yang dimediasi oleh kepuasan kerja, turnover intention, dan perilaku layanan. Menggunakan pendekatan kuantitatif, data dikumpulkan dari sampel 338 awak kabin maskapai penerbangan nasional Indonesia menggunakan kuesioner terstruktur sebagai instrumen survei. Hipotesis dan model hubungan yang diusulkan divalidasi dan dianalisis melalui structural equation modeling menggunakan SmartPLS 3. Hasil empiris menunjukkan bahwa kepuasan kerja secara parsial memediasi hubungan antara stres kerja dan turnover intention. Hasil juga menunjukkan bahwa kepuasan kerja secara parsial memediasi hubungan antara komitmen manajemen dan perilaku layanan. Selanjutnya, hasil penelitian menunjukkan bahwa turnover intention secara parsial memediasi hubungan antara stres kerja dan kinerja karyawan. Hasil penelitian juga menunjukkan bahwa perilaku layanan memediasi secara parsial hubungan antara komitmen manajemen terhadap layanan dan kinerja karyawan. Penelitian ini selanjutnya mengembangkan implikasi teoritis dan memberikan rekomendasi bagi manajemen di industri maskapai penerbangan untuk menjaga kinerja awak kabin, mempertahankan mereka di Perusahaan, dan mendorong mereka melakukan perilaku layanan yang diinginkan baik bagi pelanggan maupun rekan kerja.