

Peran Employee Voice Behavior dalam Memediasi Pengaruh Employee Well-Being terhadap Kinerja Customer Service Online Marketplace di Indonesia = The Role of Employee Voice Behavior in Mediating the Effect of Employee Well-being on Customer Service Performance from the Online Marketplace in Indonesia

Bavner Donaldo, author

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Abstrak

Pentingnya layanan customer service dalam menentukan kepuasan pelanggan telah menjadi salah satu indikator penting bagi online marketplace di Indonesia, yang mengalami pertumbuhan besar di masa pandemi Covid-19. Tujuan dari penelitian ini adalah untuk menguji apakah employee well-being mempengaruhi kinerja dari customer service, termasuk dengan peran employee voice behavior dalam memediasi hubungan tersebut. Analisis dalam studi ini dilakukan dengan pendekatan Structural Equation Modelling (SEM) dari 239 customer service pada online marketplace di Indonesia. Hasil penelitian menunjukkan adanya pengaruh positif dan signifikan oleh psychological well-being terhadap job performance. Penelitian juga menunjukkan adanya peran mediasi dari setiap variabel employee well-being terhadap employee voice behavior, kecuali pada pengaruh psychological well-being terhadap promotive voice. Hasil dari penelitian ini berkontribusi dalam memperkaya literatur mengenai kajian hubungan employee well-being, employee voice behavior dan job performance, yang masih sangat sedikit pada wilayah Timur; serta berkontribusi dalam mengisi research gap dengan penggunaan promotive voice dan prohibitive voice. Dalam penelitian ini, pengukuran job performance yang dilakukan menurut persepsi responden dan pelaksanaan penelitian yang bersifat cross-sectional research, yang satu dari beberapa keterbatasan penelitian ini.

.....Customer service's significance in determining customer happiness has become one of the key indicators for online marketplaces in Indonesia, which has experienced a phenomenal growth during the Covid-19 pandemic. The purpose of this study is to see how employee well-being affects customer service personnel performance along with the mediating effect of employee voice behavior. The analysis was examined using the Structural Equation Modeling (SEM) approach from 239 customer services from online marketplace in Indonesia. The findings revealed that psychological well-being had a favorable and significant influence on job performance. Except for the effect of psychological well-being on promotive voice, the study also demonstrates that each employee well-being component has a mediating role on employee voice behavior. The findings of this study contribute to the growing body of literature on the relationship between employee well-being, employee voice behavior, and job performance, which is still scarce in the Eastern, as well as to filling a research gap by employing both promotive and prohibitive voice behavior. Some of the limitations of this study include the measuring of job performance based on respondents' perceptions and the use of cross-sectional research.