

ABSTRACT

This study aims to examine the influence of emotional intelligence on organizational citizenship behavior with emotional labor as mediating variable in hotel industry in Yogyakarta. The dimensions of emotional labor being studied in this research are surface acting strategy and deep acting strategy. This study carried out due to the rising of competition among hotels in Yogyakarta.

Previous studies exhibited that emotional intelligence has a positive influence on organizational citizenship behavior. This study uses hypothesis testing. Sampling method was non-probability sampling. Purposive method was obtained since the respondents for this research has to fulfill certain conditions. The respondents are 90 out of 123 questionnaires distributed. The data analysis in this study included validity and reliability test, descriptive statistics, and regression analysis.

The result of this study showed that emotional intelligence has a positive and significant influence on organizational citizenship behavior, meanwhile emotional labor, both surface acting strategy and deep acting strategy do not mediate the influence of emotional intelligence on organizational citizenship behavior.

Keywords: Emotional Intelligence, Emotional Labor, Surface Acting Strategy, Deep Acting Strategy, Organizational Citizenship Behavior.

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh kecerdasan emosional pada organizational citizenship behavior dengan emotional labor sebagai variabel pemediasi dalam industri perhotelan di Yogyakarta. Dimensi emotional labor yang dipelajari dalam penelitian ini adalah strategi surface acting dan strategi deep acting. Penelitian ini dilakukan karena meningkatnya persaingan antar hotel di Yogyakarta.

Studi sebelumnya menunjukkan bahwa kecerdasan emosional memiliki pengaruh positif pada organizational citizenship behavior. Penelitian ini menggunakan uji hipotesis. Metode pengambilan sampel yang dipakai adalah non-probability sampling. Metode purposive digunakan karena responden penelitian ini harus memenuhi persyaratan tertentu. Responden penelitian ini sebanyak 90 dari 123 kuesioner yang didistribusikan. Analisis data dalam penelitian ini meliputi uji validitas dan reliabilitas, statistik deskriptif, dan analisis regresi.

Hasil penelitian ini menunjukkan bahwa kecerdasan emosional memiliki pengaruh positif dan signifikan terhadap organizational citizenship behavior, sedangkan emotional labor, baik strategi surface acting dan strategi deep acting tidak memediasi pengaruh positif kecerdasan emosional pada organizational citizenship behavior.

Kata kunci: Emotional Intelligence, Emotional Labor, Surface Acting Strategy, Deep Acting Strategy, Organizational Citizenship Behavior.