Peran *Emotional Labor* terhadap *Burnout* pada *Customer Service* Perbankan

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Abstrak. Burnout menimbulkan berbagai dampak negatif, baik bagi karyawan maupun perusahaan. Customer service merupakan salah satu pekerjaan yang rentan terhadap burnout. Tantangan utama customer service adalah memenuhi aturan tampilan organisasi sepanjang pelayanan melalui emotional labor. Padahal, emotional labor yang dilakukan secara intens akan menimbulkan stres emosional dan interpersonal. Tingginya paparan terhadap stres dalam jangka panjang akan memicu adanya burnout. Penelitian ini bertujuan untuk mengetahui peran emotional labor terhadap burnout. Responden terdiri dari 105 customer service perbankan dengan masa kerja minimal 1 tahun dan bekerja dari kantor. Pengambilan data menggunakan Skala Maslach Burnout Inventory dan Skala Emotional Labor. Hasil analisis regresi linier berganda menunjukkan bahwa emotional labor memiliki peran signifikan terhadap burnout sebesar 12,5% (p=0.001, R2=0.125). Surface acting memiliki peran signifikan terhadap burnout sebesar 10,74% (p=0.000). Deep acting juga memiliki peran signifikan terhadap burnout, tetapi dengan sumbangan efektif yang lebih kecil yaitu 1,76% (p=0.026).
Kata kunci: Burnout, Customer Service, Emotional Labor

Abstract. Burnout has various negative impacts, both at individual and organizational level. Customer service is a job that prone to burnout. The main challenge for customer service is to meet the emotional display rules during service through emotional labor. Whereas, intensive emotional labor will evoke emotional and interpersonal stress. High exposure of stress in long term will eventually trigger burnout. This study aims to determine the role of emotional labor in burnout. Respondents of this study consisted of 105 banking customer services with one year minimum working period and work from office. Data is collected by using Maslach Burnout Inventory Scale and Emotional Labor Scale. The results of multiple linear regression analysis showed that emotional labor has a significant role of 12,5% in burnout (p=0.001, R^2=0.125). Surface acting has a significant role of 10,74% (p=0.000) and deep acting has a significant role of 1.76% (p=0.026) in burnout.

Keywords: Burnout, Customer Service, Emotional Labor