

HUBUNGAN ANTARA DISONANSI EMOSIONAL DENGAN *ORGANIZATIONAL CITIZENSHIP BEHAVIOR* PADA PEGAWAI BANK

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ABSTRAK

Dalam melakukan pekerjaannya, *frontliner* bank menunjukkan adanya *organizational citizenship behavior*. Penelitian ini bertujuan untuk mengetahui hubungan antara disonansi emosional dengan *organizational citizenship behavior* pada pegawai bank. Populasi dari penelitian ini adalah *frontliner* bank di kota Jakarta, Depok, Semarang, Solo, dan Klaten, yang terdiri dari *teller* dan *customer support* dengan sampel 75 orang dengan menggunakan teknik *convenience sampling*. Alat ukur dalam penelitian ini yaitu Skala Disonansi Emosional (18 aitem, $\alpha = 0,933$) dan Skala *Organizational Citizenship Behavior* (29 aitem, $\alpha = 0,950$). Hasil analisis *Spearman's Rho* menunjukkan nilai koefisien korelasi $r_s = -0,574$ dengan $p = 0,00$ ($p < 0,05$) yang menunjukkan bahwa terdapat korelasi negatif antara disonansi emosional dengan *organizational citizenship behavior*. Artinya, semakin rendah disonansi emosional maka akan semakin tinggi *organizational citizenship behavior* pada pegawai, dan berlaku pula sebaliknya. Penelitian ini dapat diimplikasikan bagi industri perbankan untuk meningkatkan *organizational citizenship behavior* pada karyawannya dengan melakukan pelatihan penerapan *emotional labor* pada pegawai *frontliner*, agar dapat menghindari konsekuensi dari disonansi emosional.

Kata kunci : disonansi emosional, *organizational citizenship behavior*, *frontliner* bank

THE RELATIONSHIP BETWEEN EMOTIONAL DISSONANCE AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR IN BANK WORKERS

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ABSTRACT

In doing their work, bank frontliners show organizational citizenship behavior. This study aims to determine the relationship between emotional dissonance and organizational citizenship behavior in bank employees. The population of this study was bank frontliners in the cities of Jakarta, Depok, Semarang, Solo, and Klaten, consisting of tellers and customer support with a sample of 75 people using convenience sampling technique. The measuring instruments in this study are the Emotional Dissonance Scale (18 items, $\alpha = 0.933$) and the Organizational Citizenship Behavior Scale (29 items, $\alpha = 0.950$). The results of Spearman's Rho analysis show the correlation coefficient value $r_s = -.574$ with $p = 0.00$ ($p < 0.05$) which indicates that there is a negative correlation between emotional dissonance and organizational citizenship behavior. That is, the lower the emotional dissonance, the higher the organizational citizenship behavior in employees, and vice versa. This research can be implied for the banking industry to increase organizational citizenship behavior in its employees by conducting training on the application of emotional labor to frontliner employees, in order to avoid the consequences of emotional dissonance.

Keywords : emotional dissonance, organizational citizenship behavior, bank workers, frontliner