

Abstrak

Pekerjaan dan keluarga merupakan dua hal yang paling penting dari kehidupan dewasa, keduanya saling berkaitan dan memiliki hubungan dinamis satu sama lainnya. Ketidakseimbangan dalam pemenuhan kebutuhan dua hal tersebut dapat berpengaruh negatif terhadap peran di kedua domain (pekerjaan atau keluarga). Pengaruh negatif tersebut disebut juga konflik antar peran atau work family conflict (Frone, Russell & Cooper, 1992). Work family conflict akan menguras energi individu sehingga menyebabkan individu apatis, termasuk didalamnya apatis dalam melaksanakan pekerjaannya. Sikap apatis dalam bekerja memiliki kemungkinan untuk menurunkan work engagement. Schaufeli, Salanova, Gonzalez, dan Bakker (2002) mendefinisikan work engagement merupakan hal positif yang terkait dengan keadaan pikiran yang ditandai dengan vigor, dedication dan absorption (Schaufeli et al., 2002).

Penelitian ini bertujuan untuk mengetahui hubungan antara work family conflict dan work engagement pada customer service di Bank 'X' Kota Bandung. Data diambil dari 81 customer service di Bank 'X' Kota dengan metode purposive sampling. Data penelitian dikumpulkan dengan mengisi kuesioner work family conflict dan kuesioner work engagement. Metode analisis data yang digunakan adalah analisis korelasional menggunakan uji korelasi spearman.

Berdasarkan hasil penelitian menunjukkan bahwa terdapat hubungan negatif yang signifikan yang tergolong lemah dengan koefisien korelasi sebesar 0,359 antara dimensi work-to-family conflict dan work engagement serta terdapat pula hubungan negatif yang signifikan yang tergolong lemah dengan koefisien korelasi sebesar 0,362 antara dimensi family-to-work conflict dan work engagement.

Kata kunci : work family conflict, work engagement, customer service

Abstract

Work and family are the two most important things of adult life, both of which are interrelated and have dynamic relationships with each other. The imbalance in meeting the needs of these two things can have a negative effect to the both life (work or family). The negative influence is also called conflict between roles or work family conflict (Frone, Russell & Cooper, 1992). Work family conflict will decrease individual energy, causing individuals to be apathetic, including apathy in carrying out their work. Apathy at work has the possibility to reduce work engagement. Schaufeli, Salanova, Gonzalez, and Bakker (2002) define work engagement as a positive thing related to a state of mind characterized by vigor, dedication and absorption (Schaufeli et al., 2002).

This study aims to determine the relationship between work family conflict and work engagement on customer service at the 'X' Bank of Bandung City. Data is taken from 81 customer services in the 'X' City Bank with a purposive sampling method. The research data was collected by filling out work family conflict questionnaires and work engagement questionnaires. The data analysis method used is correlational analysis using the Spearman correlation test.

Based on the results of the study indicate that there is a significant negative relationship classified as weak with a correlation coefficient of 0.359 between the dimensions of work-to-family conflict and work engagement and there is also a significant negative relationship that is classified as weak with a correlation coefficient of 0.362 between the dimensions of family-to- work conflict and work engagement.

Keywords: work family conflict, work engagement, customer service

DAFTAR ISI

ABSTRAK	i
<i>ABSTRACT</i>	ii
DAFTAR ISI	iii
DAFTAR TABEL	vii
DAFTAR BAGAN	viii
DAFTAR LAMPIRAN	ix
BAB I PENDAHULUAN	
1.1 Latar Belakang	1
1.2 Identifikasi Masalah	7
1.3 Maksud dan Tujuan Penelitian	7
1.3.1 Maksud Penelitian	7
1.3.2 Tujuan Penelitian	8
1.4 Kegunaan Penelitian	8
1.4.1 Kegunaan Teoritis	8
1.4.2 Kegunaan Praktis	8
1.5 Kerangka Pemikiran	8
1.6 Asumsi Penelitian	13
1.7 Hipotesis Penelitian	14
BAB II TINJAUAN PUSTAKA	
2.1 <i>Work Family Conflict</i>	15

2.1.1	Definisi <i>Work Family Conflict</i>	15
2.1.2	Dimensi <i>Work Family Conflict</i>	15
2.1.3	Faktor <i>Work Family Conflict</i>	17
2.1.4	<i>Outcome</i> dari <i>Work Family Conflict</i>	21
2.2	<i>Work Engagement</i>	23
2.2.1	Definisi <i>Work Engagement</i>	23
2.2.2	Karakteristik <i>Work Engagement</i>	24
2.2.3	Faktor yang Mempengaruhi <i>Work Engagement</i>	26
2.3	<i>Customer Service</i>	26
 BAB III METODE PENELITIAN		
3.1	Rancangan dan Prosedur Penelitian	28
3.2	Bagan Prosedur Penelitian	28
3.3	Variabel Penelitian	29
3.4	Definisi Konseptual	29
3.4.1	<i>Work Family Conflict</i>	29
3.4.2	<i>Work Engagement</i>	29
3.5	Definisi Operasional	29
3.5.1	<i>Work Family Conflict</i>	29
3.5.2	<i>Work Engagement</i>	30
3.6	Alat Ukur	31
3.6.1	Alat Ukur <i>Work Family Conflict</i>	31
3.6.1.1	Data Pribadi <i>Work Family Conflict</i>	33
3.6.1.2	Validitas <i>Work Family Conflict</i>	33

3.6.1.3 Reliabilitas <i>Work Family Conflict</i>	34
3.6.2 Alat Ukur <i>Work Engagement</i>	34
3.6.2.1 Validitas <i>Work Engagement</i>	35
3.6.2.2 Reliabilitas <i>Work Engagement</i>	36
3.7 Populasi dan Teknik Penarikan Sampel	36
3.7.1 Populasi Sasaran	36
3.7.2 Karakteristik Sampel	36
3.7.3 Teknik Penarikan Sampel	36
3.8 Teknik Analisis Data	36
3.9 Hipotesis Statistik	37
 BAB IV HASIL PENELITIAN DAN PEMBAHASAN	
4.1 Gambaran Sampel Penelitian	38
4.1.1 Data Jenis Kelamin	38
4.1.2 Data Usia	39
4.2 Hasil Penelitian	39
4.2.1 Hasil Uji Korelasi	39
4.3 Pembahasan	41
 BAB V SIMPULAN DAN SARAN	
5.1 Simpulan	44
5.2 Saran	44
5.2.1 Saran Teoritis	44
5.2.2 Saran Praktis	44



DAFTAR TABEL

Tabel 3.1	Kisi-kisi alat ukur <i>work family conflict</i>	31
Tabel 3.2	Bobot nilai alat ukur <i>work family conflict</i>	32
Tabel 3.3	Kisi-kisi alat ukur <i>work engagement</i>	34
Tabel 3.4	Bobot nilai alat ukur <i>work engagement</i>	35
Tabel 3.5	Tabel kriteria korelasi Guilford	37
Tabel 4.1	Data jenis kelamin	38
Tabel 4.2	Data Usia	39
Tabel 4.3	Hasil uji korelasi	40
Tabel L.1	Skor validitas alat ukur <i>work family conflict</i> dimensi <i>work-to-family conflict</i> ...	L-7
Tabel L.2	Skor validitas alat ukur <i>work family conflict</i> dimensi <i>family-to-work conflict</i> ...	L-7
Tabel L.3	Skor validitas alat ukur <i>work engagement</i>	L-7
Tabel L.4	Hasil uji korelasi	L-9
Tabel L.5	Data <i>work family conflict</i> dan <i>work engagement</i>	L-10

DAFTAR BAGAN

Bagan 1.1	Kerangka Pemikiran	13
Bagan 3.1	Prosedur Penelitian	28



DAFTAR LAMPIRAN

Lampiran 1	<i>Letter of consent</i>	L-1
Lampiran 2	Kata pengantar	L-2
Lampiran 3	Kuesioner	L-3
Lampiran 4	Validitas alat ukur	L-7
Lampiran 5	Hasil korelasi	L-9
Lampiran 6	Tabel dasar	L-10
Lampiran 7	Surat perizinan ambil data	L-15

