

Measurment Of Costumer Satisfaction Using Self-Management And Emotional Intelegence

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Abstract: The aim of this research was to determine the effect of self-management. emotional intelligence. customer satisfaction. The quantitative approach is implemented in this research. Methods of research surveys on 160 customers were taken by accidental sampling and questionnaires as research instruments. The findings indicate that: self-management has a positive direct effect on emotional intelligence. self-management directly positive effect on customer satisfaction. emotional intelligence has a direct positive effect on customer satisfaction

Index Terms: self- management, emotional intelligence, customer satisfaction, Organization, Person Abilities, Competition

1 INTRODUCTION

Customer satisfaction is an actual concept and is widely discussed through company management research. However, the self-management that is owned by each member of a business organization and used to create customer satisfaction is still not much done. Self-management is one concept that is expected to have a lot of influence on customer satisfaction.. One of the main goals that are targeted by business organizations is customer satisfaction (Minh Ngo & Huan Huu. 2016). Some of them involve external party consultants so that the products or services produced by the company can satisfy customers. Internal management that observes the behavior of members of the organization, seeks to improve the self-management of each member of the organization in order to provide benefits to customers optimally (Ashry & Abdel Al. 2015). Organizations can pay attention to the personality of each employee to work better, be able to control their own desires and master group work. (Muhlbauer & Tziner. 2017). An employee's self-control related to work that is directly related to the customer will provide added value to the organization (Yukl. 2001). Organizations really need someone's emotional intelligence to be able to place the company's interests above their own interests (Adeyemo et al.. 2015). A person who has good emotional intelligence, will work better and be better able to compete with other competing organization members to win customers' hearts. Organizations that have members who are able to maintain and improve self-management and good emotional intelligence, will work optimally and in accordance with what is expected by customers (Hamid et al.. 2018; Boger et al.. 2015; Suharto et al.. 2019). Consumers will feel satisfied if employees who work for the benefit of customers have good self-management (Fraser et al.. 2010). The ability of employees to self-management and have an emotional intelligence that has added value, will give birth to a personality that is useful and can be used to avoid customer disappointment and contribute to public relations (Tamini & Chadha. 2018).

Asim (2016). define self-management as a mental attitude of a person or group of people who always desire to improve themselves. Self-management can also be interpreted when employees always do all the work and are done with better results compared to past work. The self-management process is carried out by training the employees to be able to develop self-control, obeying the existing rules and trying to be more effective in working. Cognitive self-management is very helpful for someone to build self-confidence and optimism to do tasks that are difficult to do Ashry & Abdel Al (2015). A cognitive and very helpful strategy is positive self-talk, which means emphasizing positive and optimistic thinking and avoiding pessimistic negative thinking (Manz. 1992). One translation is a difficult situation as an opportunity and does not see it as a problem. Self-confidence and determination that must be increased will be more likely to be found by concentrating on what can be done to make things better instead of struggling with difficulties or just thinking about mistakes. Concentrating on things that are better and positive is a person's ability to control themselves. Self-control ability is better known as emotional intelligence. Tamini & Chadha (2018) said that emotional intelligence is an awareness of one's own and others' emotional feelings, being empathetic, affectionate, motivated, and the ability to respond to the atmosphere of excitement and sadness quickly. Emotional intelligence can be enriched through a person's management review to control yourself (Singh. 2004; Mehmood et al.. 2013). So that someone who has good self-management has a great opportunity to be able to control his emotions. The existence of someone in a business organization needs to have the ability to manage emotions and mental disorder that is very necessary when dealing with customers (Akduman et al.. 2015). Emotional intelligence related to self-management is a person's ability to feel, understand, and effectively stimulate emotions to change into a movement of the heart to recognize the emotions of others and manage themselves and think rationally for the benefit of the organization. Based on these arguments, it can be assumed that self-management has a direct effect on emotional intelligence. In general, the purpose of a business organization is how to optimize profits. Employee involvement that supports the organization includes all aspects of behavior that are shown through activities that are beneficial, not pessimistic, and think for the benefit of the organization (Manz & Sims. 1995). The ability to manage yourself for a Frontline employee will have a direct impact on the customer's interests (Thirsk & Clark. 2014). The interests of customers who have a vision for the future or how they are treated as a customer. Self-management controlled by employees in an organization is a collective action that is the

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responsibility of the organization. The organization has the authority to provide direction and set targets, so that organizational goals are achieved optimally (Anwar, 2016). Organizational goals are shared goals that must be known and targeted by all members of the organization. An understanding of one's ability to manage good relationships with customers is not only aimed at yourself but must be developed for the benefit of customers in the long run (Agyapong, 2011; Ashry & Abdel Al, 2015). The relationship between members of the organization and customers can be enhanced through understanding the members of the organization about self-management and knowledge about how to make relationships with customers well-developed and can provide satisfaction to customers (Irfan, et al., 2016; Kasapi, Z. & Mihiotis, A., 2014). Customer satisfaction can be achieved if self-management has been understood and implemented within the organization (Cheung & Cheng, 1996). The behavior of employees who master self-management well will act in accordance with the goals of the organization in the long term. Organizational responsibility for goals and strategies for obtaining profits is an agreement that must be worked out together (Wantara, 2015). The ability of self-management of each member of the organization must be combined to win the competition and fight for markets and long-term benefits. Organizations that have the strength based on self-management of each member of the organization are expected to win the competition in providing satisfaction to the customers (Minh Ngo & Huan Huu, 2016). So that good self-management and belonging to members of the organization can create behavior that can satisfy customers. Emotional intelligence is a collection of non-cognitive skills, abilities and competition that affect a person's ability to succeed in facing environmental demands and pressures (Modassir & Singh, 2008; Kasapi & Mihiotis, 2014). Emotional intelligence as a person's ability to adapt to the environment and business partners so that it can cause intimacy that can take place in the long run. Labhane & Baviskar (2015) said that emotional intelligence includes the ability to influence oneself based on reasonable considerations so that a person can succeed in facing the challenges around the environment. Various types of work demands in the organization can be solved well based on the skills and ability to face others. Skills and ability to control yourself for the benefit of others or customers is one of the characteristics of emotional intelligence (Prati et al., 2003; Mehrad et al., 2015). A customer who has a long-term interest in consuming a product or service produced by a company really hopes to get satisfactory service from employees on the front line. An employee's emotional intelligence will determine whether a consumer returns buy products or services produced by the company (Arfaraa & Samanta, 2016; Sumathy et al., 2015; Daud, Anshar et al., 2018). The better the emotional intelligence of an employee, the better the relationships created with customers will be. Consumers will feel valued because the ability of employees who serve them has the emotional intelligence and pleasant personality (Punia, 2015; Gayathri & Meenakshi, 2013). A pleasant personality from an employee will create a person's satisfaction if dealing with a company. Customer satisfaction is a person's feeling for the response of employees in serving customers, a guarantee, can understand customer needs and satisfactory service in accordance with customer expectations (Malik, 2012; Fonseca et al., 2010). Feelings of pleasure or disappointment of someone as a result of the comparison between achievements

or products and services that are felt and expected (Fatimah & Alcantud, 2018). Basically, customer satisfaction is the result of the performance carried out by employees of a company, whether the customer feels satisfied or not (Suchánek & Králová, 2015). The level of customer satisfaction is a function that distinguishes between employee performance (perceived performance) and expectations desired by customers (expectations). According to Kärnä (2004); Nuridin, (2018), that customer satisfaction or dissatisfaction is the customer's responsibility for the evaluation of employee behavior. Based on this idea, it can be expected that emotional intelligence directly affects the satisfaction of the customer

2 RESEARCH METHOD

The research constellation includes self-management as an exogenous variable (Andriyansah & Aryanto, V.D.W, 2017) emotional intelligence and customer satisfaction as endogenous variables. The target population is all customers at PT. Telkom Metro in Metro City. The sample used is calculated based on the Slovin formula (Hair, 2009) 160 respondents. The sampling technique uses accidental sampling (Naga, 1992). The instrument used in this study is multiple choice with 5 alternative choices and using a Likert scale model (Duchesne, S., & McMaugh, A. (2018). for variables of self-management, emotional intelligence, and customer satisfaction. Instrument preparation steps include developing indicators, testing validity and reliability, revising instruments, and retrieving data in the field. The validity test used is the Product Moment correlation technique which correlates the item score with the total score (Ghozali, 2011). A valid item is declared invalid if the results are obtained $r_{\text{value}} < r_{\text{table}}$ (Naga, 1992). Reliability tests were calculated using Cronbach's Alpha for each instrument for each variable. Variables are said to be reliable if they provide values Cronbach's Alpha > 0.60 (Hair, 2009). Data analysis techniques include descriptive and inferential statistical analysis. The test requirements analysis includes a linearity test, significance of regression, homogeneity, and normality (Fatimah, F. et al., 2018). Multivariate statistical data processing using Structural Equation Modeling.

3 RESEARCH RESULTS

As demonstrated in this document, the numbering for sections upper case Arabic numerals, then upper case Arabic numerals, separated by periods. Initial paragraphs after the section title are not indented. Only the initial, introductory paragraph has a drop cap. Before data analysis is carried out, it is necessary to test the data normality analysis requirements as follows:

Table 1. The Summary of the Test Requirements of the Normality

Variable	α value	Sig. value	Conclusion
ξ	0.05	0.52	Normal
η_1	0.05	0.05	Normal
η_2	0.05	0.10	Normal

a. Tes Requirements of Homogeneity Analysis

The results of this test are used to determine the relationship between variables. with the requirement that each variable must have a homogeneous relationship.

Table 2. The Summary of the Test Requirements of the Homogeneity

No.	Variable	$\alpha = 0.05$		Conclusion
		F	Sig. value	
1.	η_1 on ξ	1.063	0.393	Homogenous
2.	η_2 on ξ	1.079	0.214	Homogenous
3.	η_2 on η_1	1.045	0.146	Homogenous

Table 4. Calculation of construct reliability and variance extracted self management

Indic.	Std. Load.	? Std. Load. ²	Error	$CR = \frac{(\sum \text{std loading})^2}{(\sum \text{std loading})^2 + \sum e_j}$	$VE = \frac{\sum \text{std loading}^2}{\sum \text{std loading}^2 + \sum e_j}$
X ₁	0.52	1.04	0.73	0.664	0.044
X ₂	0.33	0.109	0.89		
X ₃	0.57	0.519	0.05		
Total	1.42	1.474	1.67		

Based on the results of the calculation shows that the value construct reliability. Self management variables of 0.664 are smaller than 0.70 (CR > 0.70) and value average variance extracted (VE) amount 0.044 smaller than 0.50 (VE < 0.50). This means that the three variables manifest self-management. namely for indicators X₃ do not have consistency in measuring self-management.

Table 5. Calculation of construct reliability and variance extracted Emotional Intelligence

Indic.	Std. Load.	? Std. Load. ²	Error	$CR = \frac{(\sum \text{std loading})^2}{(\sum \text{std loading})^2 + \sum e_j}$	$VE = \frac{\sum \text{std loading}^2}{\sum \text{std loading}^2 + \sum e_j}$
X ₄	0.51	0.261	0.74	0.760	0.449
X ₅	0.80	0.64	0.37		
X ₆	0.72	0.519	0.48		
X ₇	0.62	0.385	0.62		
Total	2.65	1.805	2.21		

Based on the results of the calculation shows that the value of constructs reliability variable emotional intelligence is 0.760 greater than 0.70 (CR > 0.70) and value average variance extracted (VE) amount 0.449 smaller than 0.50 (VE < 0.50). This means that the four manifest variables of emotional intelligence have consistency in measuring emotional intelligence.

b. Test Requirements for Linearity and Significance Analysis of Regression

The results of this test are used to determine the relationship between variables. with the requirement that each variable must have a significant linear and regression relationship.

Table 3. The Summary of the test of Requirements and the significance Linearity Regression

Variable	Significance		Sig. Regression	Linearity		Linearity
	F _{value}	F _{table}		F _{value}	F _{table}	
η_1 on ξ	36.41	2.14	Significant	0.41	2.14	Linearity
η_2 on ξ	81.76	2.14	Significant	0.36	2.14	Linearity
η_2 on η_1	97.17	2.14	Significant	0.62	2.14	Linearity

Table 6. Calculation constructs reliability and variance extracted customer satisfaction

Indic.	Std. Load.	? Std. Load. ²	Error	$CR = \frac{(\sum \text{std loading})^2}{(\sum \text{std loading})^2 + \sum e_j}$	$VE = \frac{\sum \text{std loading}^2}{\sum \text{std loading}^2 + \sum e_j}$
Y ₁	0.73	0.533	0.74	0.787	0.484
Y ₂	0.80	0.64	0.37		
Y ₃	0.57	0.325	0.48		
Y ₄	0.66	0.437	0.62		
Total	2.76	4.935	2.21		

Based on the results of the calculation shows that the value construct reliability variable customer satisfaction 0.787 is greater than 0.70 (CR > 0.70) and value average variance extracted (VE) amount 0.484 is smaller than 0.50 (VE < 0.50). This means that the four manifest variables

c. Path Calculation Coefficient Results. t_{value}

After the analysis test is carried out. the next is to calculate and test each path coefficient as presented in the following table.

Table 7. The summary of the path coefficient

No.	Variable	The Path Coefficients (γ, β)		Decision	Conclusion
		SLF*	t _{value}		
1	η_1 on ξ	0.73	-2.49	Ho Unacceptable	Significant
2	η_2 on ξ	1.72	4.41	Ho Unacceptable	Significant
3	η_2 on η_1	-0.73	6.14	Ho Unacceptable	Significant

*: Standardized Loading Factor

Sub-Structural Path Coefficient 1

Analysis model of path sub-structure 1 coefficient is expressed in the form of equations $\eta_1 = \gamma_{21}\xi + \zeta_1$. This test will provide a decision making hypothesis 1 test.

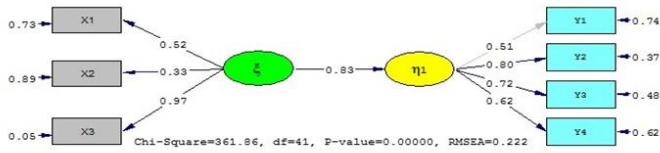


Figure 1. Sub-Structural Path Coefficient 1

Based on the testing of sub-structure 1. the path coefficient is obtained (γ_{21}) amount 0.83 and value $t_{value} = 6.14 > t_{table(0.05:160)} = 1.65$ then H_0 is rejected and the path coefficient γ_{21} is significant. meaning that self-management discipline has a direct positive effect on emotional intelligence.

Sub-Structural Path Coefficient 2

The path coefficient analysis model 2 is expressed in terms of equations $\eta_2 = \gamma_{31}\xi + \beta_{32}\eta_1 + \zeta_2$. This test will provide decision making for hypothesis testing 2 and 3.

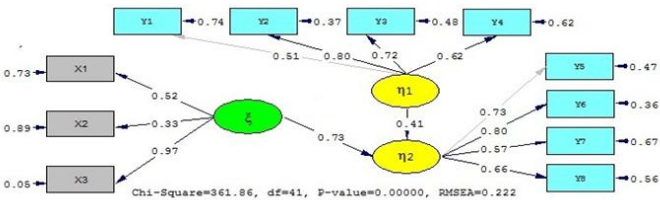


Figure 2. Sub-Structural Path Coefficient 2

Based on testing sub-structure 2. the path coefficient is obtained (γ_{31}) equal to 0.73 and value $t_{value} = 2.49 > t_{table(0.05:160)} = 1.65$. then H_0 is rejected and the path coefficient γ_{31} is significant. that means self-management has a direct positive effect on customer satisfaction. Path coefficient (β_{32}) amount 0.41 and value $t_{value} = 4.41 > t_{table(0.05:160)} = 1.65$ then H_0 is rejected and the path coefficient β_{32} is significant. that means emotional intelligence has a direct positive effect on customer satisfaction. Based on the calculation of the path coefficient and t-value for the purposes of testing the hypothesis that is set. shows that the value Sig. three coefficients found < 0.05 and t-value > 1.65 . so that all the causal relationships studied are significant.

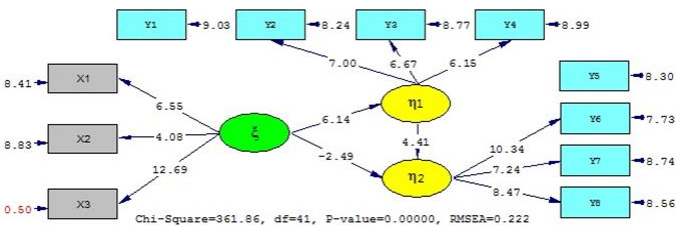


Figure 3. T-value diagram

The overall path diagram standardized solution on each variable through linear structural relationship described as follows:

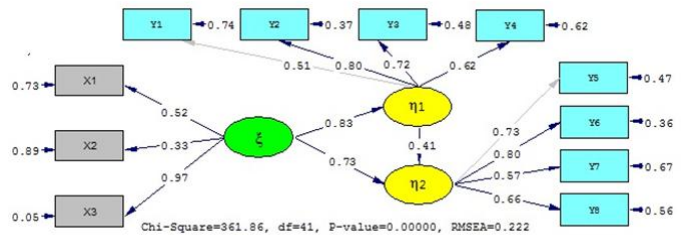


Figure 4. Standardized Solution Path Diagram

Based on figure 4 (path diagram standardized solution). besides direct influence (direct). there are also total and indirect influences (indirect) between variables exogenous (ξ) with variables endogenous (η). Based on output lisrel about standardized total effect show that: (1) direct influence value (direct effect) variable ξ to η_1 , ξ to η_2 , and η_1 to η_2 equal to the value of direct influence (direct effect) each of these variables. because it is not mediated by other variables (intervening variable). (2) value of influence (total effect) variable ξ and η_1 to η_2 equal to the amount of direct influence (direct effect) each of these variables is mediated by intervening variable. (3) indirect influence (indirect effect) variable ξ to η_2 through η_1 amount $0.83 \times 0.41 = 0.34$. because of other variables (intervening variable) that is η_1 . while the total effect is equal $0.73 + 0.34 = 1.07$. Description of the influence of each variable exogenous (ξ) against variables endogenous (η) above shows that variable η_1 to η_2 have a greater effect than the direct influence of variables ξ to η_2 .

4. Discussion

a. There is a positive direct effect of self-management on customer satisfaction

Based on the results of the study showed that self-management has a positive effect on customer satisfaction. This shows that if the strategies used by employees to influence and improve their own behavior. self-control. mainly based on social learning theory. and the ability to push themselves to do something better. then it will affect the response of employees in serving customers. guarantee. understand customer needs so that customer satisfaction will increase. This finding is in accordance with the study (Palvalin. 2017; Gema & Sinde. 2014) which concludes that self-management directly affects customer satisfaction.

b. There is a positive direct influence of emotional intelligence on customer satisfaction

Based on the results of the study showed that emotional intelligence has a direct positive effect on customer satisfaction. The results of this study indicate that if a person's awareness of self-emotion. in regulating the mood. recognizing the emotions of others and can foster relationships with others is done correctly and correctly. it will affect the response of employees in serving customers. guarantee transactions. and can understanding customer needs and satisfying services according to customer expectations. The findings of this study are in accordance with the study (Thiruchelvi & Supriya. 2009). which concludes that emotional intelligence on customer satisfaction

c. There is a positive direct influence on self-management of emotional intelligence

Based on the results of the study showed that self-management has a positive direct effect on emotional intelligence. The results of this study indicate that if the efforts made by employees to influence and improve the improvement of their own behavior. the ability to control themselves based on improving relations with the social environment. then awareness of the emotional feelings of themselves to regulate the mood. understand the emotions of others. the ability to foster relationships with other people will increase. This finding is in accordance with the study by Kartar Singh & Nik Mahmood (2016); Suifan (2015) which concluded that self-management has a positive direct effect on emotional intelligence.

5 CONCLUSIONS

Based on the results and discussion. conclusions can be drawn as follows:

- Based on the results of the study showed that self-management has a positive direct effect on emotional intelligence. This shows that if self-management is improved. emotional intelligence will be better.
- Based on the results of the study showed that self-management has a positive direct effect on customer satisfaction. This shows that if self-management is improved. emotional intelligence will be better.
- Based on the results of the study showed that emotional intelligence has a direct positive effect on customer satisfaction. This shows that if emotional intelligence is improved. then customer satisfaction will be better.

6 SUGGESTION

Based on the conclusions can suggest the following:

- Employees' self-management should be improved through training. education and leadership directives regarding company objectives. Because of the improvement of self-management. in addition to improving the personality of employees. it can also improve emotional intelligence.
- The company must provide satisfactory services based on increased self-management capabilities. Customer satisfaction that is felt by consumers depends greatly on how employees can control themselves for the benefit of customers.
- Employees must be agiler in attracting customers to make transactions with the company. Employee behavior can be directed to provide pleasant hospitality for customers when making transactions. Customers who feel happy are expected to conduct transactions with the company because of customer satisfaction.

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