ABSTRACT

ANALYSIS OF TRIGGER FACTORS OF CUSTOMER SERVICES WORKING STRESS AT GRAPARI TELKOMSEL BANDUNG

Human resources has a very strategic role as executor of the management functions. The success or failure of the implementation of the function is highly dependent on quality possessed by humans who run them. Problems in these studies is the high number of customer complaints, and the deadline for the resolution of customer complaints. In this situation this happens continuously then it can cause stress that happens on employees.

The purpose of this research was to find out how high the factors trigger stress employee GraPARI Telkomsel customer service at Juanda street branch and banda street branch Bandung with variable external environment stress factors, organizational stress factors, and Individual stress factors. Types of research methods used are descriptive analysis techniques with statistic inferensial. The number of samples in this research as much as 54 respondents obtained from the entire population of employees customer service. The data obtained were analyzed by using SEM analysis techniques (Structural Equation Model) with the method PLS (Partial Least Square) via software SmartPLS.

The results showed that employee stress GraPARI Telkomsel Bandung customer service at Juanda street branch and banda street branch from external environment stress factors, organizational stress factors, and Individual stress factors are at a high category. The results of the analysis of employee stress levels based on the characteristics of the respondents in terms of age characteristics, gender, level of education, marital status and working period showed there was no significant difference in stress levels. SEM analysis of the calculation result with Partial Least Square methods proved that external environment stress factors a factor of stress the dominant.

Key Words : Working Stress, Characteristics of Respondents, Stress Factors