ANALYSIS THE EFFECT OF EMOTIONAL INTELLIGENCE, CUSTOMER ORIENTATION AND CITIZENSHIP BEHAVIOUR ON ORGANIZATIONAL PERFORMANCE OF BANK PERKREDITAN RAKYAT IN BATAM CITY

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ABSTRACT

This study is aimed to determine the effect of variable customer orientation, emotional intelligence, and citizenship behaviour of employees on organizational performance. A salespeople need to know and understand customer orientation and have a good emotional intelligence when working, and good emotional intelligence is also needed from back-office employees because it will affect on organizational performance.

This study was conducted with survey method by distributing questionnaires to 255 respondents. Respondents are employees of the top five Bank Perkreditan Rakyat with the highest assets in Batam city, namely BPR Dana Nusantara, BPR Sejahtera, BPR Dana Makmur, BPR Banda Raya and BPR Barelang Mandiri. The technique used is purposive sampling, namely the technique of determining the sample with special consideration so that it is feasible to be sampled (Sugiyono, 2010). After the results of the respondents were collected, then data was tested by the author using PLS, from the results of the PLS, it is known that there are relationships between some of the variables examined.

The results of this study emphasize the importance for a company to pay more attention to the emotional intelligence of workers both from front liner employees and back office employees because the poor emotional intelligence of the employee can determine whether the employee is able to survive in certain situations and will affect the performance of an organization.

Keywords : Emotional intelligence, organizational performance, citizenship behaviour, customer orientation