

**THE EFFECT OF EMOTIONAL INTELLIGENCE AND  
THE SERVICE QUALITY OF SALES PEOPLE AGAINST  
CUSTOMER SATISFACTION LEVELS IN PT.  
MEGATOPMAS NUSANTARA**

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**ABSTRACT**

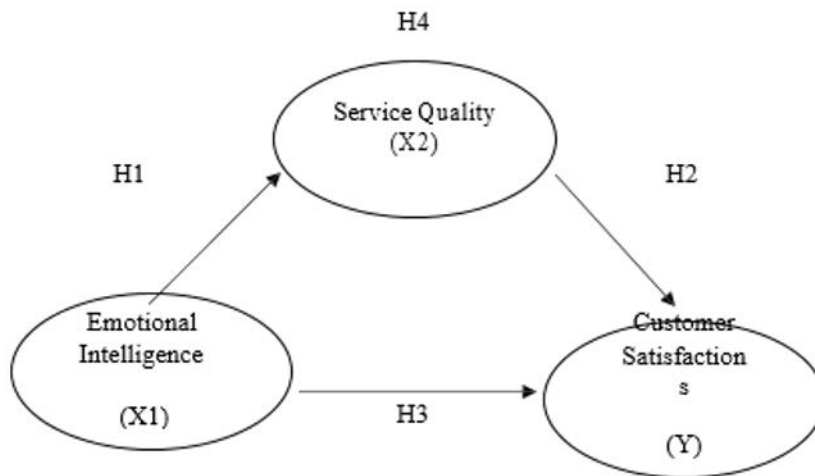
This study aims to determine the factors that influence customer satisfaction on the service of salespeople at PT. Megatopmas Nusantara. The variables examined in this study were emotional intelligence (X1) and service quality (X2). Emotional intelligence has three indicators, namely self-control, self-motivation, and social skills. Service quality has five indicators, namely reliability, responsiveness, assurance, empathy, and tangibility. The population in this study were customers who had bought products, with 87 customers. The sampling technique used was purposive sampling. Based on the results of the analysis, emotional intelligence has a very large influence on the quality of service of a salesperson. If service quality functions as an intervening variable to customer satisfaction for emotional intelligence, then service quality will greatly influence customer satisfactions.

**Keywords:** emotional intelligence, service quality, and customer satisfactions.

**Introduction**

Customer satisfaction is one of the most interesting areas to be discussed in marketing, because it is a major factor in achieving company goals, and is a basic thing in determining service standards and company performance (Munusamy and Chelliah, 2011). With different educational backgrounds and work experience, each salesperson has a different way of providing services to consumers. Smrita et al. (2018) explains that the emotional of a customer is largely determined by how someone provides services. In 2017 there was a decrease in the level of customer satisfaction in some salesperson of PT. Megatopmas Nusantara, but some didn't. This is interesting to observe, because not all salespeople experience a decline in the value of sales, some even experience an increase in the value of sales accompanied by an increase in the level of customer satisfaction.

Research Methodology



The research hypotheses made are as follows:

H1: Emotional intelligence of salespeople affects service quality. H2: Quality of service affects customer satisfaction.

H3: Emotional intelligence affects customer satisfaction.

H4: Service quality mediates the effect of emotional intelligence on customer satisfaction.

Researchers use quantitative methods to identify problems in research, concepts, and hypotheses by analyzing data. The method used is purposive sampling. According to Purnamasari (2015) purposive sampling is a method of retrieval that is done randomly based on consideration and adjusted to the objectives rather than research.

This research uses path analysis method with regression analysis method approach, where path analysis can test the regression equation which involves several exogenous and endogenous variables as well so as to enable testing of mediating / intervening variables or variables between. Besides path analysis can measure the direct and indirect relationship between variables in the model

(Ghozali, 2016).

Sample, data collections, and respondents

Respondents in this study are as follows:

- a. Customers served by PT. Megatopmas Nusantara.
- b. Customers who have made a purchase transaction in 2017 c. Customers who have made product handovers in 2017.
- d. Customers who have used Mega products.
- e. Customers who have been served by salespeople directly in 2017.

This study uses a population number (N) of 110 customers and a 5% error limit, so that the sample size is 87 customers. Data collection techniques carried out in this study are questionnaires, is a method of data collection by compiling a list of questions related to research. Each variable was made using a 1-5 Likert scale answer category, with each answer given a weight between 1 and 5, with the following details:

- Answer Strongly Agree (SS): point 5
- Answer Agree (S): point 4
- Answer No Opinion (TB): point 3
- Answer Disagree (TS): point 2
- Very Disagreeing Answer (STS): point 1

Result

**Table 1**

**Regression Analysis Coefficient (model 1)**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.782	.318		2.462	.016		
	AVEX1	.812	.072	.775	11.309	.000	1.000	1.000

a. Dependent Variable: AVEX2

Based on Table 1, it can be seen the estimated value of the regression model to form a linear regression equation illustrated through the mathematical formula as follows:

$$X2 = 0.775X1$$

The positive coefficient of emotional intelligence shows that every increase in the assessment of the statement on the emotional intelligence variable (X1) will increase by 0.775 on the service quality variable (X2) assuming that the variable X1 is constant (fixed). From this statement it can be concluded that emotional intelligence has a positive effect on the quality of service of PT. Megatopmas Nusantara.

**Table 2**

**Regression Analysis Coefficient (model 2)**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.940	.495		3.916	.000		
	AVEX1	.245	.171	.219	1.429	.157	.399	2.505
	AVEX2	.288	.163	.270	1.759	.082	.399	2.505

a. Dependent Variable: AVEY1

Based on Table 2, it can be seen that the estimated value of the regression model to form a multiple linear regression equation is illustrated through the following mathematical formulas:

$$Y = 0.219X_1 + 0.270X_2$$

This positive emotional intelligence coefficient indicates that any increase in the assessment of the statement on the emotional intelligence variable ( $X_1$ ) will increase by 0.219 in the customer satisfaction variable ( $Y$ ) assuming that the  $X_1$  variable is constant (fixed). From this statement it can be concluded that emotional intelligence has a positive effect on customer satisfaction PT. Megatopmas Nusantara.

Furthermore, from the equation, it can also be seen that the variable coefficient value  $X_2$  or service quality is 0.288. From the statement, it can be interpreted that every increase in the assessment of service quality variables, customer satisfaction at PT. Megatopmas Nusantara will increase by 0.288 assuming the variable  $X_2$  is constant / fixed. From the statement, it can be concluded that service quality has a positive effect on customer satisfaction PT. Megatopmas Nusantara.

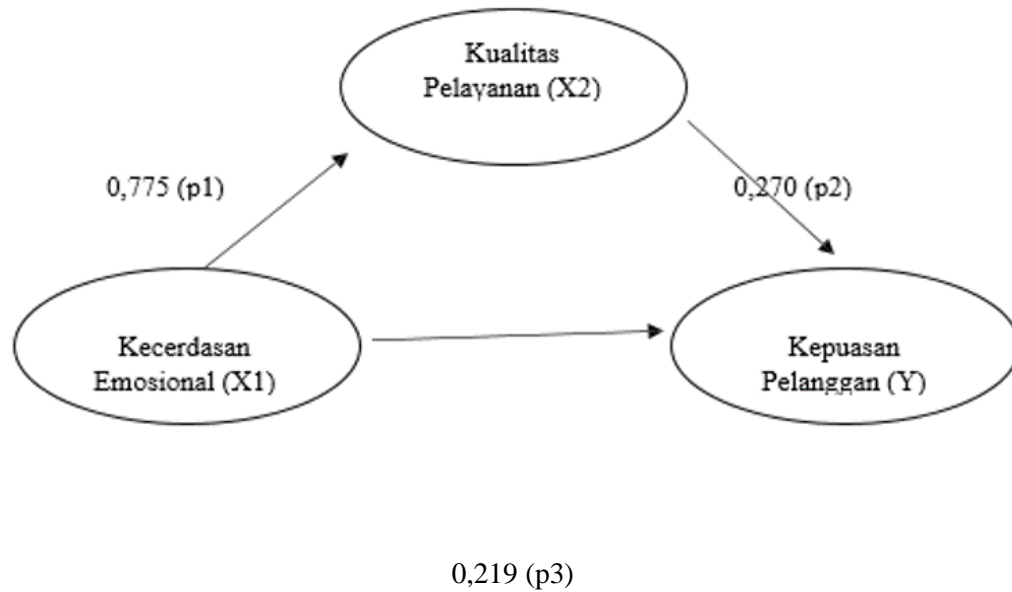
Jain et al. (2018) and Hanafi (2016) explained that emotional intelligence has a positive influence on service quality. The higher the value of emotional intelligence of a salesperson, the more positive the quality of service provided to the buyer will be. Companies need emotionally stable salespeople, have a high level of confidence and are always cheerful, because this will have a direct effect on how the sales force will manage the buyer. If the buyer is served with confidence but is not cheerful and emotions are out of control, then the buyer will discourage him from transacting. But if the buyer is managed with emotionally controlled, friendly and very understanding and understanding the product being sold, the buyer will feel a positive impact on the quality of service.

The quality of service provided to buyers directly through the identification of service quality indicators when carried out by each salesperson will produce different satisfaction values. This is slightly different from the previous research conducted by Hapsari (2016) where there was a positive relationship between service quality and customer satisfaction. Conditions that occur at PT. Megatopmas Nusantara is a situation where consumers feel satisfied not only from the quality of service of salespeople. Another factor that is part of the service component at PT. Megatopmas Nusantara contributes to creating customer satisfaction. Services from the after-sales department when assisting the credit contract process at the home loan lending bank (*KPR*) and the convenience of customers to get information and contact the after-sales department when customers complain about environmental damage, adding value to customer satisfaction.

Different from Kernbach's research (2006), things that happened at PT. Megatopmas Nusantara is customer satisfaction not directly affected by emotional intelligence. With self-control, self-motivation and good socializing skills of salespeople, consumers will not necessarily declare themselves satisfied. There are other things that affect other than what is done by salespeople to customers. Price and product quality can also affect customers to get satisfaction. In addition, things that are very closely related to purchasing home products are about the location and facilities provided in the housing location.

According to Ghazali (2011), if the total value of influence has a greater value than the direct effect, then the variable is intervening. The results of the calculation of equations are total influence > direct influence ( $0.834 > 0.775$ ), so that conclusions can be drawn that emotional intelligence and service quality cannot significantly influence customer satisfaction directly. But it will have a significant effect on customer satisfaction if emotional intelligence is mediated by the quality of service. This is confirmed by previous research by Farooq et al. (2018), there is a very related relationship between emotional intelligence, service quality, and customer satisfaction. The direct effect is  $p_1$  and the total influence is the

multiplication of lines 2 and 3 added by line 1 ( $p1 + (p2 \times p3)$ ).



### Discussion

Emotional intelligence provides a way for customers to be able to assess how service quality is obtained. Salovey and Mayer (1990) explain that the skills to be able to understand emotions and customer emotions are the basic concepts of emotional intelligence. Reciprocity of services provided to customers is influenced by how a service worker uses these skills.

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