

EMOTIONAL EMPLOYEE PURCHASE DECISION GOLD JEWELRY CASE STUDY SHOP CIKINI JAKARTA

Nia Puspita Hapsari

Magister of Management Esa Unggul University

North Arjuna Street No.9 Kebon Jeruk, Jakarta

nia.puspita@esaunggul.ac.id

Abstract

research objectives were to examine the relationship emotion employee and cooperation in consumer purchasing decisions. Emotions employees is an important topic for a manager, especially in the marketing services sector, due to the impact of the choice of strategy work, emotional employee of customer attitudes. In general, previous studies have cited that customer satisfaction is positively influenced by an emotional performance strategy when doing service while the employee is negatively influenced by emotions. But there is a gap in the literature, the first gap is the impact of the employee's emotional strategies influence purchasing decisions. The second gap involving potential interfering variables such as cooperation with the customer, can affect the strength and direction of study of the relationship between employees with consumers. To view the research gap by empirically test a theoretical model which suggested that the relationship between the employee's emotional performance strategy and purchasing decisions in cooperation with the mediation by the consumer. Findings Tang et al, (2013) showed that the employees emotional strategies in serving an impact on purchasing decisions and relationships are mediated by a cooperation of customers. Strategies an emotional impact on the attitude of the employees working with consumers in the purchase decision.

Keywords: Emotional Employee, Purchase Decision Gold Jewelry

Introduction

Emotional labor is the process of arranging a feeling both internally and externally, in accordance with the expression and organizational objectives (Grandey, 2000) as well as having a great impact on various permanence of institutions, including consumer relations and employee performance (Chebat, Filiatrault, Gelinas-Chebat, and Vaninsky, 1995; Gountas, Ewing and Gountas 2007; Giardini and Frese, 2008; Martin, O'Neill, Hubbard and Palmer, 2008 and Kaltcheva and Parasuraman, 2009). Basically, there are two kinds of main strategies of labor emotional employees are doing such an act, changes in emotional displays outside but without a change in the emotional feelings in mind, and act in an attempt to change the internal sense to reflect external rules emotionally (Grandey, 2000). In particular, the emotional strategy allegedly had a relationship with the consumer cooperative which then affects consumers in making decisions. That is, the consumer cooperation mediate the relationship between emotional employee strategies and consumer purchasing decisions

Formulation Problems and Objective

Formulation of the problem: Do Emotions employees in serving customers influence the purchase decision making is mediated by consumer cooperation. Objective: To examine the impact of employment strategies emotionally to the decision.

Literature Review

Emotional Employee Relations Strategy, Cooperation and Purchase Decision.

The first part of this model is the strategic relationship between emotional employee and the actual consumer purchasing decisions, drawing on the research strategy prior emotional employee (Grandey, 2003). During the meeting the service, employees need to manage their emotions in order to achieve organizational objectives by following the rules of the appearance of the desired emotional (Hochschild, 1979). When the emotion employee is not consistent with the rules performant organization required, they can be assured to receive the necessary emotional states and manifest in the act (Lui, Prati, Perrewe and

Brymer, 2010). They may appear to see the emotion needed while maintaining the internal emotional state that is different, that acting (Berry, Wall and Carbone 2006). In addition the results showed that employee satisfaction is higher for those who were able to regularly use the employment strategy in the act emotionally than those who suppress their feelings (Lui et al, 2010; Barry et al, 2006). Acting on the surface of the employees expected to be able to regulate their emotions in order to keep their jobs, not to help the customer or organization (Grandey, 2003).

Thus, customers may expect to see employees not behaving and trying to be negative, which would affect their decision to purchase home care services. In addition, according to the perspective of 'emotional contagion', if customers see the emotion sellers' as really positive, as in the act, they should be more likely to make a purchase or cancel (Westbrook, 1987). Although previous research on employee selection emotional labor strategies focus on assessing the attitudes (Grandey, 2003), the implication is that a positive or negative shift in attitude will be the same as the actual behavior shift in buying decisions that lead to provisional estimates. Cooperation consumers against purchasing decisions, this study further on the relationship model proposed is considered that the cooperation of consumers with real purchasing decisions, drawing the participation of employees of the consumer (Yi, Natarajanb and Gong, 2011). The previous study on the participation of the customer, including the customer behaves citizenship (Groth, 2005), a voluntary customer performance (Bettencourt, 1997) and customer behavior co-production (Gruen, Summers and Acito, 2000).

In this study, the cooperation of customer behavior is defined as the behavior during the meeting answered questions service covering employees, work together when there is demand for employees, and share information with employees to facilitate a meeting of the ministry. Given the cognitive effort and time involved in working with customers who show behavior to be more likely to complete the purchase of the service encounter. When actively engaged in meeting customer service through the cooperation will also be more likely to result in a consumer's decision to buy. Emotional Strategies employee and customer cooperation:

Model studies suggest a relationship between emotional selection and employment strategy in the consumer perceived cooperation. In general, the display of emotion right employees in the organization is a positive emotion coupled with the perception that the authentic from the outside, namely, the belief tends to lead to an increase in customer cooperation (Schug, Matsumoto, Horita, Yamagishi and Bonnet, 2010).

As summarized by Russell, Bachorowski, and Fernandez-Dols, 2003), an expression of cooperation with influential consumers emotionally will change the course of social interaction between employees and consumers in making purchasing decisions. The first emotion is estimated to have a social function, operates as a source, information that customers use to form judgments. Affect-in part information. The theory states that a person's emotions is a kind of social information, which in turn will affect the behavior and decision-making (Van Kleef, De Dreu and Manstead, 2004). In particular, research in the field of negotiations shows the relationship between emotional labor strategies and cooperation with consumers found that the expression of positive emotions were more likely to obtain information sharing and cooperation intention (Forgas, 1998). Strategy emotional labor can affect interpersonal trust, social exchange theory shows that people are sent reciprocate they strive towards the source from which they derive benefits (Blau, 1964).

Research towards relational marketing has been found that when the sales representatives and their customers believed that their purpose cooperative related they believe, they can rely on each other and as a result went out of their way to help each other, provide information, and explain the problem (Tjosvold and Wong 1994). Therefore, it follows that the customer may have the attributes for success in meeting service and social exchange theory (Blau, 1964), may be willing to reciprocate by cooperating. As with customers in the purchase decision, expected in the surface and deep acting would show a different effect on cooperation with customers. First, it is anticipated that the employee acted airport surface will show a significant negative effect on cooperation. Recall that in accordance with the customers' theory affect the majority of individual information, assessed where

emotional information which they regard as closely related to their ratings (Schwarz and Clore, 1988). Therefore, when employees perform services acting surface, the customer is not possible to consider the true emotions as social information is valid and otherwise may see employees as unreliable, not credible, or not be able to meet their needs.

Thus, in a situation like this, customers will be more likely to get even by engaging in cooperative behavior. Conversely, when the service employees involved in acting deep inadvertently customers will regard these emotions as social truth Information (Hennig-Thurau, Groth, Paul and Gremler, 2006) and assume that the employee is sincerely interested in satisfying needs. According to social exchange theory they will increase the likelihood that employees will reciprocate by showing cooperative behavior. It is expected that the employment strategy emotionally showed the following differential effects on working with customers. Part of this research combines end the relationship before it becomes an integrated framework. In general, the premise is that the employee acted selection strategy, acting within or on the surface, can influence consumer buying choices through cooperation with customers, as demonstrated by the emotional display, originality, and influence the information supporting literature. First, from the perspective of emotional contagion, the seller affect customers emotional experience (Westbrook and Oliver, 1991).

In general, emotion has a social function which affects interpersonal behavior (Morris and Feldman, 1996), which is often contagious to others (Barsade, 2002). Specifically, Barsade (2002) found that emotional contagion is positive emotions lead to an increase in the level of cooperation. Thus the emotional contagion perspective shows that positive emotions employees in serving should facilitate positive customer evaluation, and the decision to buy as well as post-purchase behavior (Westbrook, 1987). Second, from the perspective of 'authenticity' is mentioned by Pugh (2001) found that during the process of emotional contagion, employees in serving conscious will reveal their true emotions through facial and voice tone. For example, Henning-Thurau et al. (2006) found that more often smile when employees work, and a clearer expression of emotional, more positive

emotions to customers will have an influence in decision-making. The difference is very subtle authenticity emotional performance of employees that can be felt and recognized by customers (Elfenbein and Ambady, 2002) by observing their facial expressions (Chóliz and Fernández-Abascal, 2012) and positive feedback (Grandey, Fisk, Mattila, Jansen, and Sideman, 2005).

Therefore the authentic emotion of employees in serving customers can evoke positive emotions of customers through emotional contagion with awareness or without awareness. The third perspective mentioned earlier, 'influenced by the information theory, can help clarify the differential effects of the inner surface of employees and working on consumer attitudes and behavior. According to the theory affect the information because people consider their emotional cues as credible if there is a match between the state and influence the perception (Schwarz and Clore, 1988). However, when employees perform services acting surface, the customer is not possible to consider the actual emotions as social information in order to reduce uncertainty. The difference when employees perform services in the act, handing customers will regard these emotions as social information (Hennig-Thurau, Groth, Paul and Gremler, 2006) Taken together, the implication is that emotions are generally contagious, they provide social information and that when they really emotional the impact on other people tend to be positive.

Therefore, when an employee is involved in the employment strategy in the act emotionally. Customers will think he is really interested in their needs and sincerely want to meet their needs, which will improve customer evaluations of the quality of services and increase customer loyalty. By contrast, the strategy of surface acting in the act will result in reducing the evaluation of employee performance development of current employees.

Hypothesis 1: Strategies emotional employee influence on cooperation with consumer
Hypothesis 2: Cooperation with influential customers to decision purchase.
Hypothesis 3: Emotional strategies employees influence the purchase decision.

Research Methods

Population, sample and sampling

This study will use the respondent hospital patients and hospital staff / nurses in particular. The population is not known, the sample will follow Hair et al (2010) found 150 are adequate. The research location Shopping Cikini. Analysis tool used multiple linear regression with SPSS 18. This study uses quantitative methods. Most of the steps are adapted from the instrument the English language, using the translation procedure back to converting to Indonesia, and all the action using a Likert scale, using the responses of five options, ask for the level of agreement (from 1-strongly disagree to 5-powerful agree). Employment strategies emotional, act in and surface acting, measure derived from (2003) scale Grandey and a self-report from the seller.

Acting (DA) in the component consists of six items that focused on strategies revaluation. Emotional surface (SA) component consists of five items, which focused on a strategy of perception. Customer cooperation is measured by two-item scale developed specifically with this study: (1)

customers work together with me and (2) the customer answered questions. Sales completed the survey, based on their impressions about the customer. Purchasing decisions by the seller is measured using categorical items on whether the customer finally decides to make a purchase (purchase = 1, do not buy a = 0). In addition, the analysis controlled for gender, age, education, and sales experience or prior experience serving (in the case of the customer).

Analysis and Discussion

Before being tested with SPSS first tested the validity of the 21 indicators expressed statement of validity, after it was tested consistency with chronbah alpha reliability by looking at all reliable. Further tested using SPSS to see the influence between variables.

1. Relationship / correlation directly (without control variables) between variables Emotional Connection with Employees Buying Decisions

Correlations

		Connection Emotional	Decision Purchase
Emotion Connection	Pearson Correlation	1	.163
	Sig. (2-tailed)		.381
	N	31	31
Decision Purchase	Pearson Correlation	.163	1
	Sig. (2-tailed)	.381	
	N	31	31

Criteria:

The relationship is significant if the significance $p < 0.05$

Results: The correlation between the variables Emotional Connection and Buying Decisions not significant because $p = 0.381 (> 0.05)$ with a correlation coefficient $r = 0.162$.

2. Relations / partial correlation between variable relationship with the Employee Emotional Buying Decisions (with control variables: Cooperation)

Correlations

Control Variables				Connection Emotional	Decision Purchase
Cooperation	Emotional	Connection	Correlation	1.000	.024
			Significance (2-tailed)	.	.898
			df	0	28
	Decision Purchase	Correlation		.024	1.000
			Significance (2-tailed)	.898	.
			df	28	0

Cooperation after the controlled variable, the correlation became weaker than $r = 0.163$ becomes 0.024. Variable proven cooperation mediates the relationship between Emotional Connection and Buying Decisions.

- Relationship / correlation directly (without control variables) between variables Employees Cooperation with Buying Decisions

Correlations

		Cooperation	Decision Purchase
Cooperation	Pearson Correlation	1	.621 **
	Sig. (2-tailed)		.000
	N	31	31
Decision Purchase	Pearson Correlation	.621 **	1
	Sig. (2-tailed)	.000	
	N	31	31

**. Correlation is significant at the 0.01 level (2-tailed).

Criteria:

The relationship is significant if the significance $p < 0.05$

Results: The correlation between the variables Employee Cooperation and Buying Decisions are positive and significant for $p = 0.000 (< 0.05)$ with a correlation coefficient $r = 0.621$.

Conclusions

The test results showed that Hypothesis 1 is accepted there is a relationship non significant between emotion employee acting against supporting research is contradiction Tang, Seal and Stefanie (2013). Emotions fictitious employees affect customer relationships in the decision to buy gold Jewelry. Hypothesis 2 shows that there is a relationship between cooperation with the purchasing decision. Cooperation between consumers and employees pick fashion gold jewelry has a significant relationship with gold Jewelry making purchasing decisions. These results support the findings of Tang et al, (2013). Hypothesis 3 shows that emotion employee significant and relation to decision-making, that emotion employee turns out not directly linked to the purchase decision without mediated by cooperation.

Reference

- Baron, R. M., dan Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173-1182.
- Barsade, S. G. (2002). The ripple effect: Emotional contagion and its influence on Group behavior. *Administrative Science Quarterly*, 47, 644-675
- Berry, L.L, Wall, E.A., and Carbone, L.P. (2006). Service clues and customer assessment of the service experience: Lessons from marketing. *Academy of Management*, 20(2). 43-57.

- Bettencourt, L. A. (1997). Customer voluntary performance: Customers as partners in service delivery. *Journal of Retailing*, 73(3), 383-406.
- Blau, P. M. (1964). *Exchange and power in social life*. New York: John Wiley and Sons.
- Chebat, J.C., Filiatrault, P., Gelinas-Chebat, C., and Vaninsky, A. (1995). Impact of waiting attribution and consumer's mood on perceived quality. *Journal of business Research*, 34, 191-196.
- Chóliz, M., and Fernández-Abascal, E. G. (2012). Recognition of emotional facial expressions: The role of facial and contextual information in the accuracy of recognition *Psychological Reports*, 110, 338-350.
- Diefendorff, J. M., and Gosserand, R. H. (2003). Understanding the emotional labor process: A control theory perspective. *Journal of Organizational Behavior*, 24, 945- 959
- Elfenbein, H. A., and Ambady, N. (2002). Is there an in-group advantage in emotion recognition? *Psychological Bulletin*, 128, 243-249.
- Forgas, J. P. (1998). Happy and mistaken? Mood effects on the fundamental attribution error. *Journal of Personality and Social Psychology*, 75, 318-331
- Giardini, A. and Frese, M. (2008). Linking service and employees' emotional competence to customer satisfaction: A multilevel approach. *Journal of Organizational Behavior*, 29, 155-170.
- Gountas, S., Ewing, M. T., & Gountas, J.I. (2007). Testing airline passengers' responses to flight attendants' expressive displays: The effects of positive affect. *Journal of Business Research*, 60, 81-83.
- Grandey, A. A. (2000). Emotion regulation in workplace: A new way to conceptualize emotional labor. *Journal of Occupational Health Psychology*, 5(1): 95-100.
- Tang Chaoying, Seal Craig and Naumann Stefanie (2013) Emotional labor strategies, customer cooperation and Buying Decisions *Journal Management and marketing Research* Vol.13 Februari, 2013