

ABSTRAK

**PENGARUH *LOCUS OF CONTROL* TERHADAP HUBUNGAN
KECERDASAN EMOSIONAL DENGAN KUALITAS
PELAYANAN PRAMUNIAGA****Studi Kasus : Pramuniaga Ramai Family Mall, Jalan A. Yani 73 Yogyakarta**

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2008

Tujuan penelitian adalah untuk mengetahui apakah ada pengaruh positif *locus of control* terhadap hubungan kecerdasan emosional dengan kualitas pelayanan pramuniaga. Penelitian dilaksanakan di Ramai Family Mall, Jalan A. Yani 73 Yogyakarta pada bulan Juni-Agustus 2007. Populasi penelitian ini adalah seluruh pramuniaga Ramai Family Mall yang berjumlah 300 orang. Metode pengumpulan data yang digunakan adalah kuesioner. Teknik analisis data adalah model persamaan regresi dari Chow. Hasil penelitian menunjukkan bahwa ada pengaruh positif *locus of control* terhadap hubungan kecerdasan emosional dengan kualitas pelayanan pramuniaga ($p = 0,032 < \alpha = 0,05$).

ABSTRACT

**THE INFLUENCE OF LOCUS OF CONTROL TOWARDS THE
RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND
SERVICE QUALITY OF SHOP ASSISTANTS**

A Case Study at Ramai Family Mall Shop Assistants

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This aim of this research is to find out whether locus of control influences the relationship between emotional intelligence and service quality of shop assistants. This research was carried out in Ramai Family Mall, at 73 Jalan A Yani Yogyakarta in June and August 2007. The populations of the research were 300 shop assistants Ramai Family Mall. The technique of gathering the data was questionnaire. The technique of analyzing the data was regression equal model developed by Chow. The result of this research shows that locus of control influences the relationship between emotional intelligence and service quality of shop assistants positively ($\rho=0,041 < \alpha=0,050$).