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The Differences Between Customer Orientation Based On Self-Monitoring Level of Call Center Operators In PT. Serasi Transportasi Nusantara (O-Renz Taxi)

PERBEDAAN ORIENTASI PELANGGAN DITINJAU DARI TINGKAT SELF-MONITORING PADA KARYAWAN CALL CENTER PT. SERASI TRANSPORTASI NUSANTARA (O-RENZ TAXI)

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Abstract

The purpose of this study was to know the differences customer orientation based on self-monitoring level of call center operators in PT. Serasi Transportasi Nusantara (O-renz Taxi). The first is customer orientation scale which is made by Brown, et al., (2002) and the second is self-monitoring scale which is made by Snyder, et al., (1986) used in this research. The population of this study was 33 people. Then, data has analyzed with Independent T-Test with SPSS v.16 for Windows. The results of hypothesis testing indicate that there is a difference between customer orientation based on self-monitoring level of call center in PT. Serasi Transportasi Nusantara (O-renz Taxi). Significance level of 0,011 is lower than 0.05, so the difference is statistically significant. etasquared is 0,18890, which means the effects are large.

Keyword : customer, orientation, self-monitoring, call, center, ,

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