Peranan Quality of Work Life dan Kepuasan Kerja terhadap
Komitmen Akratif pada Perusahaan
Indriyani Sitompul, Avin Fadillah Helmi

Tanggung Jawab Sosial Perusahaan: Tinjauan dari Sisi Karyawan
Christa Talitha Amadea, Rayini Dhesihansari

Kecerdasan Emosional dan Perilaku Kewarganegaraan
Organisasi pada Karyawan
Nicholas Simarmata, Ni Luh Mirah Laksmi Dewi

Pengembangan Kinerja Keuargaan Miskin melalui
Model Interdependensi
Cholichul Hadi, Ilham Nur Alfian

Employee Satisfaction, Quality of Customer Interaction, and
Customer Satisfaction: Its Relationship in an Educational Context
Juliana Caesarria Tandung, Adelinah Proboyo

The Effect of Attribution on Motivation and Academic Performance:
Preliminary results of a study among Native and Chinese
Indonesian university students
Novita W. Sutanto Putri

The Role E-Counselling in Helping Subjects
to Solve The Problem
Hamidah
Table of Contents

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Employee Satisfaction, Quality of Customer Interaction, and Customer Satisfaction: Its Relationship in an Educational Context</td>
<td>120 - 125</td>
</tr>
</tbody>
</table>
Employee Satisfaction, Quality of Customer Interaction, and Customer Satisfaction: Its Relationship in an Educational Context

Abstract

Although there has been many researches analyzing the relationship between employees' satisfaction and customer satisfaction, to the writers' knowledge, there has been no research that analyzes the relationship between employee satisfaction and customer satisfaction by using the quality of customer interaction as the mediator in an educational context. This research therefore aims to investigate the relationship of these three variables whereby focusing solely on the educational context. Further, it is hypothesized that the quality of customer interaction acts as the mediator for this relationship. Subjects of this study are lecturers and students from a private university in Surabaya. 38 dyadic data were obtained and further analyzed using Structural Equation Modeling. Results of this study revealed that there is a significant indirect effect (not a mediated effect) between employee satisfaction and customer satisfaction through quality of customer interaction.

Keyword: Employee, Satisfaction, Customer, Satisfaction, Quality of Customer Interaction, 

Daftar Pustaka: