SUMMARY

ASEP IKHSAN ISKANDAR. Factors which influence frontliners’ commitment occur at Bank X Jakarta 1 and Bandung Regions. Supervised by HERMANTO SIREGAR and M. JOKO AFFANDI.

Front liner is the commonly-used term for the customer service and teller. Everyone who enters a bank must meet these clerks. In the banking industry, a frontliner is “a face” of the bank for a direct meeting with the customers. A customer is able to assess banking service quality from how polite and resourceful the frontliners serve either the visitors or the customers. As a service company, a bank is demanded to always prioritize a prime service to clients or customers. Due to the significant role of the frontliners, it is important to recruit highly-committed personnel to receive and apply the duty as the frontliners.

Frontliners at Bank X comprise of teller and customer service which are entitled as the permanent employees, and most of them are still under contract employees who are recruited from the outsourcing companies. However, they are obliged to provide the highly-dedicated service to the customers. Employees with an under-contract status completely understand their working length of time at Bank X. It surely differs from the permanent employees. It apparently creates the job insecurity among the under-contract employees for the unclear working continuation in the company.

Under the status of contract employees, it is often regarded as the core of the problem towards the working commitment. It causes as if the job insecurity were the so-called single cause on the low commitment. Nevertheless, a commitment theory does not always reveal it as stated. There are many other aspects which can give an effect on the commitment such as an organization support such as Perceived Organizational Support (POS) and Leader-Member Exchange (LMX).

This research is aimed to analyze variables which influence frontliner’s commitment and identify which variables have the highly-significant effects from the job insecurity variables, Perceived Organizational Support (POS), as well as Leader-Member Exchange (LMX). This research uses Structural Equation Modeling (SEM) analysis. The research applies Structural Equation Modeling (SEM) analysis. The respondents in this research are 105 frontliners from the Jakarta 1 and Bandung regions. The result of Structural Equation Modeling (SEM) analysis shows that POS and LMX affect the commitment significantly. The t-value and coefficient line are respectively 2.76 and 0.37 as well as 2.90 and 0.35. Job insecurity does not influence significantly in that the t-value is -0.15 and lane coefficient lane is -0.015. On the research, it discovers that the variable towards the frontliner’s commitment which influences significantly is not job insecurity for its under-contract status. Yet it is influenced by other aspects regarding organization such as the frontliner’s understanding towards the organization values, and the roles of a head of a working unit in implementing supervision, counseling and training to the employees under his department.

Keywords: Commitment, frontliner, job insecurity, leader member exchange, perceived organization support.