

RINGKASAN

Penelitian ini merupakan penelitian survei pada karyawan *call center* dari PT. XYZ Kota Semarang. Penelitian ini bertujuan untuk mengetahui pengaruh *emotional labour* terhadap fenomena *quiet quitting* melalui kelelahan kerja dan dimoderasi oleh kecerdasan emosional pada karyawan *outsourcing* PT. XYZ Kota Semarang.

Metode penelitian yang dilakukan adalah metode kuantitatif. Populasi dalam penelitian ini adalah karyawan *call center* PT. XYZ dari generasi milenial dan generasi z. Jumlah responden yang diambil dalam penelitian ini adalah 260 responden. *Non probability sampling method* digunakan dalam penentuan responden.

Berdasarkan hasil penelitian dan analisis data dengan menggunakan SEM (Structural Equation Modelling) menunjukkan bahwa: 1) *Emotional Labor* berpengaruh positif terhadap *quiet quitting*. 2) *Emotional Labor* berpengaruh positif terhadap *job burnout*. 3) *Job Burnout* berpengaruh negatif terhadap *quiet quitting*. 4) *Job Burnout* memediasi hubungan *emotional labor* terhadap *quiet quitting*. 5) *Emotional Intelligence* memperkuat hubungan *emotional labor* terhadap *job burnout*. 6) *Emotional Intelligence* tidak memoderasi hubungan *job burnout* terhadap *quiet quitting*

Implikasi dari penelitian ini adalah dapat memberikan wawasan yang berharga bagi manajemen sumber daya manusia (SDM) dalam organisasi, terutama dalam hal pengelolaan dan pemahaman terhadap fenomena *quiet quitting* di kalangan generasi milenial dan Z. Dengan menyadari bahwa *emotional labour* dapat berkontribusi pada *quiet quitting*, manajer SDM dapat mengambil langkah-langkah proaktif untuk mengurangi dampak negatifnya. Mereka dapat merancang program pelatihan dan pengembangan yang fokus pada peningkatan *emotional intelligence* karyawan, sehingga dapat membantu mereka mengelola tekanan emosional yang mungkin timbul dalam pekerjaan mereka. Selain itu, temuan bahwa *job burnout* memediasi hubungan antara *emotional labour* dan *quiet quitting* juga menyoroti pentingnya menciptakan lingkungan kerja yang sehat dan mendukung bagi karyawan.

Kata Kunci: *Emotional Labour, Quiet Quitting, Job Burnout, Emotional Intelligence*

SUMMARY

This research is a survey research on call centre employees of PT XYZ Semarang City. This study aims to determine the effect of emotional labour on the phenomenon of quiet quitting through job burnout and moderated by emotional intelligence in employees of PT XYZ Semarang City.

The research method used is quantitative method. The population in this study were PT XYZ call centre employees from the millennial generation and generation z. The number of respondents taken in this study were 260 respondents. Non probability sampling method is used in determining respondents.

Based on the results of research and data analysis using SEM (Structural Equation Modelling) shows that: 1) Emotional labour has a positive effect on quiet quitting. 2) Emotional labour has a positive effect on job burnout. 3) Job Burnout has a negative effect on quiet quitting. 4) Job Burnout mediates the relationship between emotional labour and quiet quitting. 5) Emotional Intelligence strengthens the relationship between emotional labour and job burnout. 6) Emotional Intelligence does not moderate the relationship between job burnout and quiet quitting.

The implication of this research is that it can provide valuable insights for human resource management (HRM) in organisations, especially in terms of managing and understanding the phenomenon of quiet quitting among millennials and Z generations. By realising that emotional labour can contribute to quiet quitting, HR managers can take proactive steps to reduce its negative impact. They can design training and development programmes that focus on improving employees' emotional intelligence, so as to help them manage the emotional stress that may arise in their work. In addition, the finding that job burnout mediates the relationship between emotional labour and quiet quitting also highlights the importance of creating a healthy and supportive work environment for employees.

Keywords: Emotional Labour, Quiet Quitting, Job Burnout, Emotional Intelligence