

ABSTRACT

Emotional labor, the management of feelings to make the appearance of faces and bodies that can be observed publicly, is translated into feeling and display rules that are related to emotions and expected for the workplace. Emotional labor is considered to cause increased emotional fatigue among frontline employees. The employee feelings that do not match the rules of display, they have to make the surface acting to display the appropriate emotions, so in turn they can cause emotional dissonance. Emotional dissonance is considered a role conflict, because it involves a clash between the needs and principles of employees with the requirements of others in the same role. This study examines the effects of emotional labor on work stress, work creativity and turnover intention, and examines the role of work stress as a mediator.

The study was conducted in a limited way to the employees of the Semarang branch of the BTN bank frontline, which were 90 employees. The questionnaire was used as a data collection instrument and analysis of SEM PLS was applied to prove the research hypothesis.

The results found that emotional labor had a positive effect on work stress and turnover intention but was not significant on work creativity. Work stress has a negative effect on work creativity and has a positive effect on turnover intention which also proves that work stress from mediating the emotional effects of labor on the decline in work creativity and increased turnover intention.

Keywords: emotional labor, work stress, work creativity, turnover intention