

## **A Qualitative Study of Indonesian Telecommunication Company Service Representatives Role Conflict**

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### **Abstract**

This research aimed to explore the role conflict experienced by the service representative in the telecommunication company. The type of this research is descriptive-qualitative research. The subject of research in this research is a front-linear employee (a service representative). In this study, data collection is done by using interviews. Data analysis in this study using descriptive qualitative research is trying to tell the problem solving that is now based on the data along with Focus Group Discussion. It was found that the company service representative has experienced conflict in the workplace, where trying to maintain emotion, hospitality and always smiling to the consumer in his job by not showing the negative mood that was experienced at that time. The unclear job description is also the cause of conflicts in employees. The work's load is borne by the employee is too large because as a service representative, an employee is required to be ready to face the consumer in a happy state or not. The main cause of conflicts within the individual is caused by internal factors that is the responsibility borne by the service representative. Negative influences that arise due to the conflict is to cause negative emotions and stress, reduce the communication necessary for coordination and cooperation among fellow service representative. Conflict within the individual affects the service.

**Keywords:** Role conflict, service representatives, service company