

The Influence of Event Organizer Service Performance in Achieving Customer Satisfaction Through Professionalism and Emotional Intelligence as Intervenings in the Event Organizer Service Industry

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Abstract

This study aims to examine and analyse the impact of event organiser service performance on customer satisfaction, with professionalism and emotional intelligence serving as intervening variables. The research was conducted among event organiser service firms in South Tangerang City and classified as explanatory research employing a quantitative approach. Primary data were collected through questionnaires and subsequently tested for validity, reliability, and normality to ensure data accuracy and consistency. The sampling technique applied was saturated sampling, involving all members of the population, and the analytical method used was path analysis to determine both direct and indirect effects between variables. The findings indicate that event organiser service performance, professionalism, and emotional intelligence have a significant influence on customer satisfaction. Furthermore, service performance indirectly affects customer satisfaction through the mediating roles of professionalism and emotional intelligence. The results highlight that professionally competent employees who possess strong emotional intelligence are more capable of managing their emotions, maintaining composure in challenging situations, and fostering effective communication and collaboration within teams. These qualities contribute to creating a positive work atmosphere that enhances service quality. Consequently, customers experience higher satisfaction when they are served sincerely, empathetically, and with a deep understanding of their needs, thereby strengthening the overall service performance of event organiser firms.

Keywords: Event organizer service performance, Work professionalism, Emotional intelligence, and Customer satisfaction

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Background

The entertainment sector has grown quickly in the last few decades, therefore event management services are now a very important part of the modern entertainment ecosystem. Event planners are in charge of planning, setting up, and running a wide range of events, such as music concerts, festivals, trade exhibitions, conferences, and weddings. This sector has grown at an amazing rate because people want more and more different types of entertainment and their tastes are changing. Since 2016, the event planning business has risen by 14%, which is a lot. The meetings, incentives, conventions, and exhibitions (MICE) sector is mostly responsible for this expansion. It brings in up to 25 trillion rupiah a year. Music activities have played a big role in this rise. As a result, promoters and event planners have started to respond to the expanding public interest in different music events (Herwandi, 2021:18). Managing events well has a big effect on customer happiness, brand reputation, the economy, and the growth of the sector. But there are often problems and issues that come up when preparing and carrying out an event. Finding success factors is important since they help you find the most important things that need to be done to get the results you want. Event organiser study looks at things like how well they handle their budgets, how well they sell their events, how well they choose their locations, and how well they make sure their customers are happy. Customers today are looking for events

that are different and new. Event planners need to come up with new ideas for how to plan and run events so that they can meet the changing needs of their customers. New technologies like social media and mobile apps have changed the way event planners plan, promote, and carry out events. Integrating these technologies well can make things run more smoothly and make the experience for attendees better (Gupta, 2016: 35). Event planners generally work with a number of other groups, like vendors, sponsors, and service providers. To be successful, an event organiser company needs to handle these connections well. Hill and Williams (2020) say that event organisers can get extra resources and important financial help by developing great relationships, which can make a big difference in how well their events go. Event security is very important to the success of an event organiser. Security breaches, accidents, and rioting are all risks that can have a big effect on both the event and the people who go to it. So, to properly manage these risks and make sure the event is safe and successful, it is important to plan ahead and take action (Miller, 2015: 287).

Event managers need particular leadership skills to design and run different parts of event organisation well. Some of these skills are good communication, strategic thinking, critical thinking and evaluation, resource management, emotional resilience, and being sensitive to other people's feelings. Event managers also need to be good at working with teams, motivating them,

giving them power, and helping them grow as a group. To be successful at managing events, you need to find a balance between being in charge of how the event is run and working together as a team. This shows how important leadership and teamwork are to the success of an event (Abson, 2017: 403). Customer satisfaction is affected by how good the customer thinks the service or product is and how good the customer expects it to be. The customer will be unhappy if they think the product or service is not as good as they thought it would be. But if the consumer thinks the product or service is better than they thought it would be, they will be happy and even want to use it again in the future (Freddy, Rangkuti, 2006). If a company's service or product fits the needs of its customers, it is considered to be able to make them happy. This is because customer satisfaction is how happy a consumer is after comparing the service or product's performance to what they expected (Kirom, Bahrul, 2015). As a commercial opportunity, customer happiness can help producers improve their performance. When customers are happy, they are more likely to stay loyal, refer you to others, and buy from you again (Gofur, A, 2019).

As technology changes, so do the services that event planners offer. This means that workers need to learn more about how to use apps like WhatsApp, TikTok, and Facebook. They also use programmes like MS Word, Excel, PowerPoint, and Artificial Intelligence (AI) to make their work more efficient. That is why they require professionals

with the right skills and experience. The attitude of event organisers who can do their jobs well and have the right amount of expertise to do their jobs properly in their domains (Halim, 2008:13). Dependability and proficiency in task execution to ensure professional work is conducted with high quality, punctuality, meticulousness, and comprehensible procedures (Siagian, 2009:163). Professionalism at work has a big and good effect on how well employees do their jobs (Merisa, Fajar et al., 2017). This is due to the employees' capacity to execute the power and tasks assigned to them. Fadliyansya's (2013) research indicates that job professionalism and organisational commitment influence employee performance. Seven organisers behave well because they have a professional attitude, are persistent, honest, and consistent in their work or profession. This improves the quality of their work, which shows that professionalism affects employee performance in the company (Cahyani, 2007). Not giving up easy and constantly following the rules set by the firm are additional signs of a professional attitude (Merisa, Fajar et al., 2017).

Along with professionalism at work, emotional intelligence is another thing that affects how managers and employees get along (Alavi et al., 2013). Consequently, emotional intelligence exerts a significant and beneficial impact on organisational behaviour (Suwandewi & Dewi, 2016). Emotional intelligence is a set of personal, emotional, and social competencies that affect event organisers' capacity to effectively

navigate external expectations and challenges (Ariati et al., 2012). Emotional intelligence plays a significant role in enhancing organisational behaviour (Jung & Hye, 2012). The findings from the study by Suwandewi and Dewi (2016) indicate that emotional intelligence exerts a positive and significant influence on organisational citizenship behaviour (OCB). This indicates that an enhancement in emotional intelligence will correspondingly elevate employee organisational citizenship behaviour (OCB). Additionally, the research by Tri Solichach Yuni, Mawarsih, and Heru Susilo (2017) indicates that OCB exerts both direct and indirect effects on consumer satisfaction. This finding happened because the value of the OCB variable went up and down with the quality of the service and the satisfaction of the customer. To make clients happy, you need to be creative to increase the quality of your service.

Literature Review

Event Organizer Service Performance

Mangkunegara (2013:67) states that performance is the quality and amount of work done by seven employees who are doing their jobs according to the obligations given to them. Because of the work results of several people, the work results may be seen from the quality, quantity, work time, and cooperation needed to reach the organization's goals (Sutrisno, 2016:172). The correlation between work and achievement is illustrated by the aggregated accomplishments of seven employees in the future, influenced by the interplay between their total performance levels and the duration of their labour. Motivation, abilities, and how you see your role also affect how

well you do your job. Indrasari (2017:51) asserts that performance constitutes a record of the outcomes achieved from specific job tasks or activities within a designated timeframe. This opinion indicates that corporations evaluate employee performance based on work motivation, skills, and the perceived position of a group of employees inside the work unit, aligning with the company's objectives. Performance is how well seven employees or organizations do their jobs, based on the quality and quantity of their work (Dedi & Dwiantoro, 2020). Because performance is related to the accomplishments of individuals or groups within an organization or business, event organizer service In this study, performance is defined as the act of carrying out the responsibilities, duties, and authority given to the client to make sure that the event goes well, as agreed upon by both parties. Event organizer service providers must manage certain events in an objective way, with clear planning, and in a way that can be explained to the customer as the owner of the event or promotion.

The performance of event organizer services in this study is assessed according to Mangkunegara (2013; 21), who delineated various performance indicators: 1) Planning the work, which means making several plans for the event organizer's activities that fit the client's needs and making changes from the beginning to the end of the activity; 2) Timeliness of job completion: Clients see timeliness of implementation as a key factor in event organizer implementation; 3) Job description, which includes making a schedule with details of the agreed-upon agenda; 4) Quality of work, which is the amount of work done in a certain length of time set by the organization; 5) The amount of work, or the quality of the work done, is dependent on the standards of suitability and readiness. 6) The employee's mentality, or how well they can follow the rules and be loyal to their job.

Work Professionalism

Mangkunegara and Anwar Prabu (2013) say that professionalism is when people in a profession are committed to improving their abilities and coming up with new ways to do their jobs in line with their profession. Nonetheless, this professional competency must be underpinned by employee attitudes or behaviours that encompass abilities, competence, and discipline manifested via devotion to their organization (Rifqi, Muhammad, 2008). Sondang P. Siagian (2008) characterizes professionalism as the execution of specific work activities within society, characterized by advanced expertise and grounded in a sense of vocation and a commitment to embrace that vocation, coupled with a spirit of dedication to assist others facing challenges in the midst of life's adversities. The perspective that regards one's profession as a commitment requiring specific skills, which must be perpetually updated by scientific advancements. A professional in their field must also have a strong work ethic, which includes being able to produce high-quality work, being on time, being disciplined, being serious, being careful, being detailed, being systematic, and following particular scientific concepts. Seven professional organizers do their jobs according to the standards of their field, which means they have the right skills and attitude for the job (Sedarmayanti, 2009). Professionalism is typically linked to the capacity of event organizers to do tasks pertinent to their profession, or it can be defined as the competencies and skills of an organizer in executing responsibilities aligned with their specific domains and levels (Aldi Rohiman Taopik & Faras Zulina Ayunani, 2023). Lastly, professionalism is linked to a demonstration of competence, which includes possessing knowledge, skills, and the capability to perform, all bolstered by experience that cannot manifest abruptly but rather through the passage of time.

Professionalism is a reflection of competence, which means having knowledge, skills, and the ability to perform things, all of which come from experience and can't just materialize out of nowhere.

The attitude of employees in performing their duties professionally encompasses the skills, expertise, and disciplined commitment that inform their actions in alignment with their specialized field, adhering to the principles of the relevant professional code of ethics in relation to optimal collaboration with colleagues. According to Rifqi, Muhammad (2008), work professionalism is measured at the person level by five dimensions: 1) Dedication: A professional's dedication to their job is shown by how they employ their knowledge and talents. This attitude shows that you are completely giving in to the work. Work is not just a way to reach goals; it is the point of existence. Total surrender is a personal commitment, and the major reward desired is spiritual satisfaction, followed by financial satisfaction; 2) Social Obligation: This is the idea that the profession is important and that both society and professionals benefit from the work. 3) Independence: Independence means that seven professional organizers should be able to make their own choices without being pushed by others. 4) Belief in Professional Regulations: This means that those who are allowed to judge professional work are other professionals, not people who don't know anything about the area or work; 5) Professional community affiliation: To connect with other professionals, you might use professional associations, both formal and informal, as your main sources of job ideas. These professional groups help people become more mindful of their work.

Emotional Intelligence

Goleman (2015:43) defines emotional intelligence as the capacity to self-motivate, bear frustration, regulate impulses, avoid

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exaggerating pleasure, manage moods, and prevent stress from impairing cognitive functions, empathy, and prayer. The capacity to comprehend emotions and utilize them as a fundamental means for self and interpersonal knowledge, facilitating the attainment of objectives (Agustian, 2009). There are two things that affect emotional intelligence: 1) The family setting. The first place to learn about emotions is in the family. Teaching emotional intelligence through expression can start as early as infancy. Emotional experiences from childhood will persist and endure into maturity. The emotional life developed within the family is highly beneficial for each individual in the future; 2) Non-family environment. This has to do with the community and the school.

This kind of emotional intelligence grows as you grow physically and mentally. This type of learning is frequently directed at an event, activity, or someone else (Goleman, 2015:267). Emotional intelligence is the ability to know what you're feeling, control those feelings, motivate yourself, understand how other people feel (empathy), and work with other people (collaboration) to get things done. Emotional intelligence also includes how we react to important sources of information that help us understand ourselves and others, as well as how we use that information to solve issues and reach our goals. To have emotional intelligence, people need to learn about, accept, and value their own and other people's feelings. People with a lot of emotional intelligence try to find balance in themselves, can make themselves happy, and can turn bad feelings into good ones that help them. This study defines emotional intelligence as the capacity of individuals to adeptly navigate their emotional experiences, sustain emotional equilibrium, and articulate their feelings through self-awareness, self-regulation, self-motivation, empathy, and interpersonal skills. This skill includes being able to handle feelings, emotions, self-

motivation, and making friends with other people. According to Goleman, Daniel (2007), emotional intelligence can be broken down into five basic areas: 1) Recognizing one's emotions (Self Awareness); this is the ability to know how you feel and how those feelings affect you, and to utilize that information to make decisions for yourself; 2) Managing one's emotions (Self Management); This is the ability to handle your own feelings, express and control them, and be aware of your conscience so you can use them in your daily life. 3) Motivating oneself (Motivation); that is, the ability to use desire to get excited and energized to reach a better state, the ability to take the lead and act well, and the ability to handle failure and frustration; 4) Being aware of other people's feelings (Social Awareness); this means being able to understand how other people feel and see things from their point of view; 5) Relationship Management: The capacity to establish relationships with others is a skill that helps you become popular, a leader, and successful with other people.

Customer Satisfaction

Fatihudin & Firmansyah (2019:206) state that customer satisfaction is when a consumer or user of a company's goods or services is very happy with what they bought. Customer satisfaction is the level of feeling after comparing perceived performance or results with expectations (Kotler & Keller, 2016). People often use expectations as a way to compare how they feel with what they expect. Customers will be unhappy and may switch to other providers if their expectations aren't met. So, it's very vital for businesses to know what their customers want when it comes to providing good service. Figuring out quality and customer happiness is directly linked to what customers expect. Customers will use their expectations as a guide or benchmark when judging a product (Fatihudin & Firmansyah, 2019:178). There are three main parts that make up customer

satisfaction (Tjiptono & Chandra 2019:379): 1) the type of response (both emotional and cognitive) and the strength of the response (from strong to weak, usually shown by words like "very satisfied," "neutral," "very happy," "frustrated," and so on); 2) The focus of the response, which might be the product, the act of consuming it, the decision to buy it, the salesman, the store, and so on; 3) The timing of the response, which could be after consumption, after the decision to buy, based on cumulative experience, and so on. Customer satisfaction is based on how well the service met their expectations and how well they thought it did. Customers are satisfied if the level of service they get is better than what they expected. Customers don't care if the service they get is the same as what they expected. Customers are unhappy if the service they get is not as good as they had hoped. Customer satisfaction is a critical determinant that propels product or service performance beyond anticipated standards (Woodside et al., 1989). This study measures the operational variable of consumer satisfaction according to Irawan and Hendi (2004: 37), identifying five principal dimensions/indicators of customer happiness, specifically: 1) Price: Low prices are usually a good source of satisfaction for sensitive clients because they will get a lot of value for their money. This price part isn't really relevant for people who don't care about prices; 2) Quality of Service: The quality of service depends a lot on three things: systems, technology, and people. It is normally hard to copy how happy customers are with the level of service since it is not easy to get people to act and think in ways that are in line with the company's goals. Improvements must be addressed beginning with the hiring process, training, and workplace culture; 3) Quality of the Product: Customers are happy after buying and utilizing a product if it is of good quality; 5) The Emotional Factor: This is how consumers feel when they use a product or service that makes them feel proud and

confident. 6) Efficiency: Customers are happier when it is easy and quick to get a product or service and pay for it.

Research Methods

This research applies a quantitative methodology coupled with an explanatory framework designed to elucidate the causal links among variables (Sugiono; 2015:236), specifically: event organizer service performance, work professionalism, emotional intelligence, and customer happiness. The research methodology is associative, designed to evaluate hypotheses using statistical analysis of numerical data collected from respondents. The research examines customer satisfaction within the event organizer service industry, which is currently undergoing significant growth. The chosen demographic comprises employees and clients/customers of event organizing service firms in South Tangerang City. This survey included event organizing service businesses and clients of Havara Organizer, Citra Pelangi Nusantara Organizer, Akar Adventure Organizer, and Lubana Sengkol Organization, with a total of 126 respondents. The timeframe for sampling was from February to April 2025.

The method of sampling was census sampling. A questionnaire employing a five-point Likert scale was utilized to gather primary data, assessing respondents' perceptions of the study instrument from poor to good (Sugiono; 2015, 242). Prior to analysis, the study instrument underwent validation and reliability testing, including assessments of data homogeneity and normality, to guarantee data quality and meet analytical prerequisites. The surveys were given to workers of the event organizer and to clients and customers. A total of 132 questionnaires were sent out, however only 126 were returned and met the requirements. This is about 95.45%. Respondents

answered honestly and without bias.

Path analysis was used in data analysis to look at how factors affect each other directly and indirectly. The direct influence analysis employed multiple regression analysis, structured as follows:

$$Y = a \pm bX + b Z1 + b Z2 + e$$

- Y: Customer Satisfaction
- a: Value that stays the same
- bX: Performance of the Event Organizer Service
- bZ1: Being a Professional at Work
- bZ2: understanding your own feelings
- e: mistakes Standard

The indirect (path) analysis employed the Sobel-Test program utilizing the subsequent equation:

$$t = ab / \sqrt{Sab}$$

Description:

- a: The regression coefficient of the independent variable (X) concerning the intermediary variable (Z1).

The regression coefficient of the independent variable (X) with respect to the intermediary variable (Z2).

- b: The regression coefficient of the intermediary variables (Z1 and Z2) in relation to the dependent variable (Y).

Sab: The standard error of the product of a and b (ab). The formula is:

$$Sab = \sqrt{(SEa^2b^2 + SEb^2a^2)}$$

SEa: The standard error of the regression coefficient a.

SEb: The standard error of the regression coefficient b.

Path analysis was selected for its ability to demonstrate the causal impact of the independent variable, specifically event organizer service performance, on the dependent variable (consumer happiness) by functioning as an intervening variable. In this instance, it pertains to job professionalism and emotional intelligence.

Discussion

This study utilized event organizer service performance as the independent variable, job professionalism (Z1) and emotional intelligence (Z2) as intervening variables, and customer happiness as the dependent variable. The outcomes of the data quality assessment, encompassing validity and reliability evaluations, are as follows:

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Table 1.
Validity and Reliability Test Results

| Variabel | Pearson correlation All Instruments < = > From 0.60 | Note | Cronbach's Alpha All Instruments Σ | Note | Instrumen Σ |
|--------------------------------------|--|-------|--|----------|-----------------------|
| Event Organizer Service Performances | Greater than 0.60 (high) | Valid | 0.961 | Reliable | 7 |
| Work Professionalism | Greater than 0.60 (high) | Valid | 0.977 | Reliable | 8 |
| Emotional Intelligence | Greater than 0.60 (high) | Valid | 0.981 | Reliable | 9 |
| Customer Satisfaction | Greater than 0.60 (high) | Valid | 0.982 | Reliable | 8 |

Source: Primary data processed, 2025.

The validity test results for each measure measuring event organizer service performance, work professionalism, emotional intelligence, and customer satisfaction indicated Pearson correlation values over 0.60, which are classified as high. The results of the reliability test for all the instruments in the variables showed that Cronbach's Alpha values

were over 0.90. These results show that all of the tools employed in the study are legitimate and dependable, which means they can be used for more investigation. The following table shows the results of the data normality test::

Table 2.
Data Normality Test Results

| One-Sample Kolmogorov-Smirnov Test | | | | | | |
|------------------------------------|------------------------|-------------------|-------------------|-------------------|-------------------|--------|
| N | Normal Parameters | SQPerfor | | SQEmotion | | SQCust |
| | | mance_Event | Organizer | Work_Professio | al_Intelligen | |
| 126 | Mean | 5.9155 | 5.9155 | 5.9155 | 5.9155 | |
| | Std. | .08443 | .08423 | .08424 | .08424 | |
| | a,b Deviation | | | | | |
| | Most Absolute | .312 | .263 | .263 | .264 | |
| | Extreme Positive | .225 | .237 | .237 | .236 | |
| | Differences Negative | -.312 | -.263 | -.263 | -.264 | |
| | Test Statistic | .312 | .263 | .263 | .264 | |
| | Asymp. Sig. (2-tailed) | .080 ^c | .112 ^c | .102 ^c | .058 ^c | |

a. Test distribution is Normal.

The Kolmogorov-Smirnov data normality test shows that: a) the event organizer service performance variable has an Asymp.sig. (2-tailed) value of 0.080; b) the work professionalism variable has a value of 0.112; c) the emotional intelligence variable has a value of 0.102; and d) the customer satisfaction variable has a value of 0.058. Consequently, all variables in this study have a normal distribution and may proceed to further investigation.

The statistical analysis shows that:

1. The performance of the event organizer service affects the professionalism of the work.

The findings of the statistical tests show that the performance of event organizers has a big effect on how professional people are at work. The t-value of 4.393 is higher than the t-table value of 1.9794, while the sig. value of 0.000 is lower than the 0.05 or 5% significance level. These results show that good service from an event organizer can improve the reputation and confidence of

clients, which can therefore help their professional image in the eyes of the public. Also, high performance helps the event organizer staff work better. If you prepare carefully and carry out your plans well, events can go as planned and meet their goals. Events that go well and make people happy can help the event organizer's reputation as a professional. Clients will see the event organizer as a trustworthy and professional partner that can help them with their events. Good performance might also push the team that plans the event to keep making their work better. Managing an event well might make you feel proud and happy with your career. On the other hand, bad performance can hurt your reputation and trust, and it can even make you less professional at work.

2. The performance of the event organizer service has an effect on emotional intelligence.

The findings of the statistical tests show that the performance of event organizers has a big effect on emotional intelligence. This is because the t-value of 4.398 is higher than the t-table value of 1.9794, and the sig. value of 0.000 is lower than the 0.05 or 5% significance level. This research shows that the performance of event organizers, which includes things like organizing, coordinating, and carrying out an event, can have a direct effect on the emotional intelligence of everyone involved, including employees of the organization and those who are attending the event. An event planning firm that can carry out its tasks effectively and according to customer wishes can make the workplace a positive and productive place for its workers. This can help employees become more emotionally intelligent, especially when it comes to dealing with stress, getting along with others, and solving problems. Good performance, such as being careful with numbers, being responsible at work, being creative, and coming up with

new ideas, can also make people more emotionally intelligent.

This research finding is consistent with the work of Muhammad Takrim et al. (2023), which demonstrated that elevated emotional intelligence in employees correlates with enhanced performance within the organization. On the other hand, people who have both good communication skills and emotional intelligence have a big impact on how well they do their jobs. The more emotionally intelligent and good at communicating an employee is, the better they will do their job and the more likely they are to improve their emotional intelligence.

3. The performance of the event organizer service affects how happy customers are.

The findings of statistical tests show that how well the event organizer does their job has a big effect on how happy customers are. This is because the estimated t-value of 4.298 is higher than the t-table value of 1.9794, and the sig. value of 0.000 is lower than the 0.05 or 5% significance level. Event organizer companies that put on events that are fun, easy to go to, and have friendly workers that are attentive and caring can have a big effect on how happy customers are overall. In addition to advertising, how customers feel throughout the event can also affect how satisfied they are. These results are in line with what Tjiptono and Chandra (2012) said: that how well employees do their jobs has a big effect on how happy customers are, especially when it comes to providing services. So, how well employees do their jobs is a very important part of making value for customers, which in turn affects how happy customers are. Important performance indicators reveal that personnel at the organization exhibit attitudes and behaviors that affect customer satisfaction, such as being reliable, attentive, and empathetic toward consumers

(Parasuraman, et al., 2006). High-performing personnel tend to deliver a great service experience, generate positive connections and effective communication with clients, display professionalism and accountability, and make a strong first impression, which is very important in services. In the service industry, too, clients typically measure the quality of service not by the product itself, but by how well they connect with personnel.

4. The professionalism of employees affects how happy customers.

Statistical test results show that being professional at work has a big impact on how happy customers are. The estimated t-value of 64.998 is higher than the t-table value of 1.9794, and the sig. value is 0.000, which is lower than the 0.05 or 5% significance level. This means that the more professional people are at work, the more satisfied customers will feel. Professionalism includes a number of things, like being technically skilled, having a nice attitude, and being able to communicate well when giving service. A professional has the knowledge and abilities to do their job well. This involves being good with technology, knowing how to use a product or service, and being able to solve problems. It's also important for a professional to be able to talk to customers clearly and efficiently. They can give straightforward answers, share information well, and come up with the right solutions. They work hard to understand what their customers need and give them the finest service possible.

These results are in line with what Erna Sulistyaningsih Widodo (2017) found earlier: that work professionalism has a direct, positive effect on customer satisfaction. This means that a professional worker is someone who gives good service with care and can use their skills and knowledge to

work with both coworkers and consumers. This, in turn, makes customers happier.

5. Emotional intelligence has an effect on how happy customers are.

The findings of the statistical tests show that emotional intelligence has a big effect on how happy customers are. This is because the estimated t-value of 88.117 is higher than the t-table value of 1.9794, and the sig. value is 0.000, which is less than the 0.05 or 5% significance limit. These results show that people with high emotional intelligence are better at understanding, managing, and responding to customers' feelings, which makes customers happier and more loyal. People that work for you with strong emotional intelligence can read and understand how customers feel, both vocally and non-verbally. They can tell how customers are feeling before they say anything. When consumers have problems or are unhappy with the company, personnel with high emotional intelligence can deal with the customer's negative feelings, which calms the situation and stops it from getting worse. Self-awareness is the ability to know how you feel as soon as you feel it. This capability is attained when individuals exhibit a heightened awareness of their genuine emotions and subsequently engage in strategic decision-making.

These results are in line with what Nanda Kristia Santoso (2024) said on how emotional intelligence affects customer happiness. Employees with a lot of emotional intelligence are more likely to do their best to help the firm succeed. Employees with strong emotional intelligence can see and comprehend how customers feel, both directly and indirectly. Self-awareness means being able to notice how you feel as they happen. They can do this when they are very aware of their genuine feelings and then make smart choices.

6. The professionalism of the event organizer service affects how happy customers are with their work.

The Sobel test findings reveal a Sobel value of 5.86346813 and a two-tailed significance level of 0.0000, which is less than 0.05. The direct route coefficient of event organizer service performance on customer satisfaction is 0.472 ($5.863468 > 0.472$). This means that event organizer service performance has a big effect on customer satisfaction through work professionalism. For an event organizer service provider to make customers happy, they need to do their job well. An event organizer company can earn customers' trust, improve its reputation, and eventually be successful in the event organizing market by being professional in every part of its service. So, having a strong work ethic is quite important. The professionalism of the event organizer company is shown by how their personnel act, how hard they work, and how well they know how to handle different parts of the event. Customers are more likely to be happy with the event organizer service firm if they show that they do good work, such as planning well, carrying out tasks quickly, and communicating well. Customers who are happy with the event organizer are more inclined to tell others about them and use their services again in the future.

The results of this research correspond with the conclusions of Rachmawati, D. & Liana, L. (2014), who asserted that the professional performance of an event organizer is essential for attaining consumer satisfaction. Professionalism, an aspect of work competency, enhances the correlation between employee performance and customer happiness. They discovered that performance alone is inadequate; professionalism must be coupled with service delivery. Event planners may earn customers' trust, improve their reputation, and eventually succeed in the event

planning company by being professional in every part of the service. So, it's really important to have a strong work ethic. The professionalism of the event organizer's staff is shown in their attitude, work ethic, and ability to handle different kinds of events.

7. The emotional intelligence of event organizers affects how happy customers are with their service.

The Sobel test findings reveal a Sobel value of 5.82901057 and a two-tailed significance level of 0.000001, which is less than 0.05. The direct route coefficient of event organizer service performance on customer satisfaction is 0.472 ($5.8290 > 0.472$). This means that event organizer service performance affects customer happiness through emotional intelligence. Clients' trust and reputation can grow if an event organizer does a good job of planning events. This can help the organizer's professional image in the eyes of the public. In addition, high performance makes the event organizer team work better. When employees have great emotional intelligence, they are more effective. This is because when things go wrong during the event, the situation may be managed and improved to achieve the goals and targets set with the customer. This makes the clients happy with the work the employee did.

These results are consistent with Sari, D.A. (2020), who asserted that emotional intelligence and interpersonal communication affect the success of an event organizing team. Emotional intelligence can help team members get along better and do better work. The team works by keeping morale up through strong emotional management, which makes customers happier. So, emotional intelligence is a really significant thing that affects how well event organizers do their jobs and how happy customers are. Emotional intelligence affects how staff treat

customers, deal with complaints, and make services that are friendly and focused on finding solutions, all of which make consumers happier (Goleman, D, 2015). One of the most essential things employees with high emotional intelligence can do is improve their own performance. This is because they can handle stress and complicated tasks at work. So, employees that are emotionally intelligent and can understand and handle their emotions can greatly improve customer satisfaction since customers feel more at ease with them.

Conclusion

Customers are happier when a competent event planning service firm does a good job. An event organizing firm may create trust with customers, improve its reputation, and ultimately be successful in the business by being professional in every service it offers. So, to do well, it needs the help of strong work ethics. The professionalism of the event organizer company is shown by the way its personnel act, work, and know how to do different direct tasks during an event. If an event organizer service firm does a good job, it can improve its reputation and make clients trust it more. This can also make the company look more professional in the eyes of the public. Also, event organizer service performance can make customers happier because all of the employees that work there have emotional intelligence. When workers have great emotional intelligence, effectiveness works well. This is because when something unexpected happens, the situation may be managed, fixed, and improved so that it meets the client's goals and targets. The client is happy with the work the staff did as a consequence. Customers are usually happier with an event organizer service provider when they show that they do outstanding work, such as preparing well, carrying out the plan quickly, and

communicating well. If clients are happy with a firm, they are more likely to tell others about it and utilize its services again in the future.

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