

ABSTRAK

Konflik interpersonal merupakan salah satu tantangan yang sering dihadapi karyawan, terutama pada posisi *sales associate* di industri ritel yang memiliki intensitas interaksi sosial tinggi. Penelitian ini bertujuan untuk mengetahui hubungan antara kecerdasan emosional dengan konflik interpersonal pada karyawan dengan posisi *sales associate* di perusahaan ritel. Hipotesis yang diajukan adalah terdapat hubungan negatif antara kecerdasan emosional dan konflik interpersonal. Subjek penelitian adalah 104 karyawan yang dipilih melalui teknik purposive sampling, dengan kriteria utama yakni bekerja aktif sebagai *sales associate* di perusahaan ritel wilayah Yogyakarta. Pengumpulan data dilakukan menggunakan dua skala psikologis, yaitu skala kecerdasan emosional dan skala konflik interpersonal yang telah diuji validitas dan reliabilitasnya. Teknik analisis data menggunakan uji korelasi Spearman karena data tidak terdistribusi normal. Hasil penelitian menunjukkan adanya hubungan negatif yang signifikan antara kecerdasan emosional dan konflik interpersonal ($r = -0,241$, $p = 0,014$), yang berarti semakin tinggi kecerdasan emosional karyawan, maka tingkat konflik interpersonal yang dialami semakin rendah. Namun demikian, nilai koefisien determinasi menunjukkan bahwa kontribusi kecerdasan emosional terhadap konflik interpersonal hanya sebesar 11,4%, sedangkan sisanya dipengaruhi oleh faktor lain. Temuan ini mengindikasikan bahwa penguatan kecerdasan emosional dapat menjadi salah satu strategi dalam mengurangi konflik interpersonal di lingkungan kerja, khususnya pada sektor ritel yang dinamis dan padat tekanan.

Kata kunci: kecerdasan emosional, konflik interpersonal, *sales associate*, industri ritel

ABSTRACT

Interpersonal conflict is a common challenge faced by employees, particularly those working as sales associates in the retail industry where social interaction is highly intensive. This study aims to examine the relationship between emotional intelligence and interpersonal conflict among employees in sales associate positions at retail companies. The hypothesis proposed is that there is a negative relationship between emotional intelligence and interpersonal conflict. The participants in this study consisted of 104 employees selected through purposive sampling, with the main criterion being actively employed as sales associates in retail companies in the Yogyakarta area. Data were collected using two psychological scales: an emotional intelligence scale and an interpersonal conflict scale, both of which were tested for validity and reliability. Data analysis was performed using Spearman correlation due to the non-normal distribution of the data. The results revealed a significant negative relationship between emotional intelligence and interpersonal conflict ($r = -0.241$, $p = 0.014$), indicating that higher emotional intelligence is associated with lower levels of interpersonal conflict. However, the coefficient of determination showed that emotional intelligence accounts for only 11.4% of the variance in interpersonal conflict, with the remaining 88.6% influenced by other factors. These findings suggest that enhancing emotional intelligence may serve as a strategic approach to reducing interpersonal conflict in the workplace, particularly in the dynamic and high-pressure retail sector.

Keywords: *emotional intelligence, interpersonal conflict, sales associate, retail industry*