

**INFLUENCE OF EMOTIONAL DISSONANCE AND JOB BURNOUT  
ON WELL-BEING OF CALL CENTER EMPLOYEES OF BPO  
COMPANIES IN SELECTED AREAS OF CAVITE**

**THESIS**

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## ABSTRACT

**CABACAS, CINDY N., DELA CRUZ, JOAN S., and GARCIA, KEITH ALRIE LALLAYNE F.** **Influence of Emotional Dissonance and Job Burnout on Well-being of Call Center Employees of BPO Companies in Selected Areas of Cavite.** Undergraduate Thesis. Bachelor of Science in Business Management Major in Human Resource Development Management. Cavite State University, Indang, Cavite. June 2018. Adviser: Ms. Tania Marie P. Melo.

This study was conducted to determine the effects of emotional dissonance and job burnout on well-being of call center employees in Business Process Outsourcing (BPO) companies in selected areas of Cavite. Specifically, it aimed to: (1) determine the socio demographic profile of call center employees in selected BPO companies; (2) determine the level of emotional dissonance of call center employees; (3) determine the level of job burnout of call center employees; (4) determine the well-being of call center employees; (5) compare the emotional dissonance of participants according to their socio demographic; (6) compare the job burnout level of participants according to their socio demographic profile; (7) compare the state of being of participants according to their socio-demographic profile; (8) identify the relationship between emotional dissonance and well-being of call center; and (9) and assess relationship between job burnout and well-being of call center employees.

The participants of the study were 207 call center employees from four companies in selected areas of Cavite. A questionnaire was used to gather data from the participants. Frequency count, percentage, mean, and standard deviation were computed to answer the objectives. Five-point Likert scale was also used to measure the variables. Spearman rank

correlation, point biserial correlation and Chi-square test were used to determine the relationship between variables.

Results for the sociodemographic profile yielded 49.3 percent of the participants were male while 50.7 percent of them were female; their age ranged from 24 to 40 years; 77.8 percent were single, while 22.2 percent of them were married, participants were relatively new in their job, having three years and below of length of service. The participants worked in thrice shift schedule. Also, 79.7 percent of them were regular employees.

Results revealed that there was a very high emotional dissonance of felt and display emotions at work. There was a high level of job burnout at work. Also, there was a good level of state of being at work.

It was found out that civil status, length of service, work shift and work status were significantly relationship with emotional dissonance, level of job burnout and level of well-being. There is a significant relationship between emotional dissonance and level of job burnout. There is a significant relationship between emotional dissonance and well-being and there is also a significant relationship between the level of job burnout and level of well-being of the call center employees.



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## **INTRODUCTION**

The call center industry has been in the limelight in the Philippines these past few years. Philippines are also roughly known as the “call center capital” of the world since the BPO industry in the Philippines came from various countries. A huge part of the BPO industry came mostly from western countries which includes America and Canada.

Being a call center agent nowadays is very common and mostly, the employees are from the millennial generation. In a Business Process Outsourcing (BPO) company that usually focuses on attending to the customers’ needs, it is a requirement that the agent must know how to sympathize well with the clients. Customer service representatives have to be emotionally flexible for them to be able to do well on the job they chose. It is also a part of the profession that they have chosen to have the ability to adapt well in whatever emotion their clients show to them.