

## DAFTAR ISI

|   |             |
|---|-------------|
| <b>LEMBAR PENGESAHAN.....</b>                       | <b>ii</b>   |
| <b>PERNYATAAN KEASLIAN KARYA TULIS .....</b>        | <b>iii</b>  |
| <b>KATA PENGANTAR.....</b>                          | <b>iv</b>   |
| <b>DAFTAR ISI.....</b>                              | <b>v</b>    |
| <b>DAFTAR TABEL .....</b>                           | <b>vii</b>  |
| <b>DAFTAR GAMBAR.....</b>                           | <b>viii</b> |
| <b>DAFTAR LAMPIRAN.....</b>                         | <b>ix</b>   |
| <b>INTISARI .....</b>                               | <b>x</b>    |
| <b>ABSTRACT .....</b>                               | <b>xi</b>   |
| <b>BAB I.....</b>                                   | <b>1</b>    |
| 1.1. Latar Belakang .....                           | 1           |
| 1.2. Rumusan Masalah .....                          | 3           |
| 1.3. Pertanyaan Penelitian .....                    | 4           |
| 1.4. Tujuan Penelitian.....                         | 5           |
| 1.5. Manfaat Penelitian.....                        | 5           |
| 1.6. Lingkup Penelitian .....                       | 6           |
| 1.7. Sistematika Penulisan.....                     | 6           |
| <b>BAB II .....</b>                                 | <b>9</b>    |
| 2.1. Landasan Teori .....                           | 9           |
| 2.1.1. Teori Kepemimpinan Strategis.....            | 9           |
| 2.1.1.1. Kepemimpinan Transformatif.....            | 11          |
| 2.1.1.2. Indikator Kepemimpinan Transformatif ..... | 12          |
| 2.1.2. Teori Resource Based View (RBV) .....        | 13          |
| 2.1.3. <i>McKinsey Framework</i> .....              | 14          |
| 2.2. Kajian Penelitian Terdahulu.....               | 15          |
| 2.3. Model Penelitian .....                         | 18          |
| <b>BAB III.....</b>                                 | <b>19</b>   |

|   |           |
|---|-----------|
| 3.1. Desain Penelitian .....                  | 19        |
| 3.2. Metode Pengumpulan Data .....            | 21        |
| 3.3. Instrumen Penelitian.....                | 22        |
| 3.4. Metode Analisis Data .....               | 25        |
| <b>BAB IV .....</b>                           | <b>27</b> |
| 4.1. Profil Narasumber .....                  | 27        |
| 4.2. Analisis RBV.....                        | 29        |
| 4.3. Analisis <i>McKinsey Framework</i> ..... | 32        |
| 4.4. Analisis Kinerja Perusahaan.....         | 35        |
| 4.4.1. Kepuasan Internal Perusahaan .....     | 36        |
| 4.4.2. Kepuasan Karyawan .....                | 42        |
| 4.4.3. Kepuasan Pelanggan .....               | 43        |
| <b>BAB V .....</b>                            | <b>46</b> |
| 5.1. Kesimpulan.....                          | 46        |
| 5.2. Implikasi Manajerial .....               | 48        |
| 5.3. Keterbatasan Penelitian .....            | 50        |
| 5.4. Saran.....                               | 51        |
| <b>DAFTAR PUSTAKA.....</b>                    | <b>54</b> |