

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh gaya kepemimpinan, komitmen organisasional, dan kepuasan kerja terhadap internal service quality (ISQ). Penelitian dilaksanakan di PT Adi Satria Abadi (ASA) Yogyakarta.

Pengambilan sampel secara purposive sampling dengan kriteria pengambilan: (1) karyawan PT ASA yang bertugas di bagian produksi, dan (2) telah bekerja di PT ASA minimal 3 tahun. Ukuran sampel sebanyak 80 orang. Pengumpulan data menggunakan kuesioner berskala Likert 5 point, dimana sebelum digunakan telah diuji validitas dan reliabilitasnya. Kuesioner gaya kepemimpinan, komitmen organisasional, kepuasan kerja, dan ISQ masing-masing menggunakan kuesioner Yiing dan Zaman (2009); Allen dan Meyer (1996); Boles *et al.* (2007); dan Di Xie (2005). Pengujian hipotesis penelitian dilakukan dengan analisis regresi berganda.

Hasil penelitian ini menunjukkan gaya kepemimpinan berpengaruh positif dan signifikan pada ISQ ($b_1=0.280$; $p=0.031<0.05$). Komitmen organisasional berpengaruh positif dan signifikan pada ISQ ($b_2=0.229$; $p=0.021<0.05$). Kepuasan kerja berpengaruh positif dan signifikan pada ISQ ($b_3=0.370$; $p=0.021<0.05$). Kepuasan kerja merupakan variabel yang paling dominan pengaruhnya terhadap ISQ.

Kata kunci: gaya kepemimpinan, komitmen organisasional, kepuasan kerja, internal service quality.

ABSTRACT

This research aims to determine the effect of Leadership Style, Organizational Commitment, and Job Satisfaction towards to Internal Service Quality (ISQ). Research has been conducted at PT Adi Satria Abadi (ASA) Yogyakarta.

Researcher has used purposive sampling method with characteristic sampling: (1) the employees of PT ASA in production department, and (2) who's worked in the company at least 3 years. Sample size of 80 people. Collecting data using 5-point Likert Scale Questionnaire, which has been tested for validity and reliability before. Questionnaires of Leadership Style, Organizational Commitment, Job Satisfaction and ISQ; each of them using questionnaires from Yiing and Zaman (2009); Allen and Meyer (1996); Boles *et al.* (2007); and Di Xie (2005). Testing of this research has been done in multiple regression analysis.

The result of this research shows that Leadership Style has positive and significant effect towards ISQ ($b_1=0.280$; $p=0.031<0.05$). Organizational Commitment has positive and significant towards ISQ ($b_2=0.229$; $p=0.021<0.05$). Job Satisfaction also has positive and significant towards ISQ ($b_3=0.370$; $p=0.021<0.05$). Job Satisfaction is the most dominant variable towards ISQ.

Key words: leadership style, organizational commitment, job satisfaction, internal service quality.