

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh komitmen afektif, komitmen kontinuans, komitmen normatif, dan motivasi belajar pada kualitas layanan internal di PT PLN (Persero) Area Yogyakarta. Penelitian dilakukan secara survey pada bulan September-Oktober 2014.

Jumlah sampel terpakai dalam penelitian ini sebanyak 92 orang, yang diambil secara *purposive sampling*. Kuesioner yang digunakan mengadopsi kuesioner yang pernah digunakan oleh Di Xie (2005). Sebelum digunakan, kuesioner terlebih dahulu diuji validitas dan reliabilitasnya. Pengujian validitas dengan metode *confirmatory factor analysis*, sedangkan pengujian reliabilitas menggunakan metode Alpha-Cronbach. Pengujian hipotesis dilakukan dengan analisis regresi berganda.

Hasil penelitian ini menunjukkan: (1) Komitmen afektif berpengaruh positif dan signifikan terhadap kualitas layanan internal ($b_1=0,376$; $p=0,026<0,05$); (2) Komitmen kontinuans berpengaruh positif dan signifikan terhadap kualitas layanan internal ($b_2=0,356$; $p=0,028<0,05$); (3) Komitmen normatif berpengaruh positif dan signifikan terhadap kualitas layanan internal ($b_3=0,554$; $p=0,001<0,05$); (4) Motivasi belajar karyawan berpengaruh positif dan signifikan terhadap kualitas layanan internal ($b_4=0,801$; $p=0,022<0,05$); (5) Baik buruknya kualitas layanan internal karyawan PT PLN (Persero) Area Yogyakarta 51,4% ditentukan atau dipengaruhi oleh komitmen afektif, komitmen kontinuan, komitmen normatif, dan motivasi belajar karyawan; (6) Komitmen normatif merupakan variabel yang paling dominan menentukan kualitas layanan internal di PT PLN (Persero) Area Yogyakarta.

Kata kunci: komitmen afektif, komitmen kontinuans, komitmen normatif, motivasi belajar, kualitas layanan internal, *purposive sampling*.

ABSTRACT

This research purpose to determine the effect of affective commitment, continuant commitment, normative commitment, and motivation to learn on the quality of internal services at PT PLN (Persero) Area Yogyakarta. This survey research conducted in September-October 2014.

The number of samples used in this study are 92 people, who were taken by purposive sampling. The Questionnaires were adopted from the questionnaires used by Di Xie (2005). Before questionnaires were used, they were tested for validity and reliability. The validity test used the confirmatory factor analysis method and the reliability test used Cronbach Alpha method. The hypothesis were tested by multiple regression analysis.

The results showed: (1) Affective commitment had positive and significant impact on the quality of internal services ($b_1 = 0.376$; $p = 0.026 < 0.05$); (2) Continuant commitment had positive and significant impact on the quality of internal services ($b_2 = 0.356$; $p = 0.028 < 0.05$); (3) Normative commitments had positive and significant impact on the quality of internal services ($b_3 = 0.554$; $p = 0.001 < 0.05$); (4) Motivation to learn had positive and significant impact on the quality of internal services ($b_4 = 0.801$; $p = 0.022 < 0.05$); (5) The quality of internal service at PT PLN (Persero) Area Yogyakarta is determined or influenced 51.4% by the affective commitment, continuant commitment, normative commitment, and motivation to learn; (6) Normative commitment is the most dominant variable that determines the quality of internal services at PT PLN (Persero) Area Yogyakarta.

Keywords: affective commitment, continuant commitment, normative commitment, motivation to learn, the quality of internal services, purposive sampling.