

**KONTRIBUSI *PRIMAL LEADERSHIP*, MOTIVASI KERJA, IKLIM
KERJA, ETOS KERJA DAN *LANDSCAPE* PERPUSTAKAAN
TERHADAP PELAYANAN PRIMA
(Studi pada Kantor Dinas Arsip dan Perpustakaan
Daerah Kabupaten Buleleng)**

PUTU DEWI PUSPITAWATI

ABSTRAK

Penelitian ini bertujuan untuk mengkaji kontribusi *primal leadership*, motivasi kerja, iklim kerja, etos kerja, dan *Landscape* perpustakaan terhadap pelayanan prima pada Kantor Dinas Perpustakaan Kabupaten Buleleng. Penelitian menggunakan pendekatan *ex-post-facto*. Sampel diambil menggunakan teknik *simple random sampling* sebanyak 46 orang dari populasi sebanyak 52 orang. Data *primal leadership* (X1), motivasi kerja (X2), iklim kerja (X3), etos kerja (X4), *landscape* perpustakaan (X5), dan pelayanan prima (Y) dikumpulkan dengan kuesioner skala likert lima pilihan. Semua instrumen melalui pengujian validitas dan reliabilitas sebelum digunakan. Data dianalisis dengan statistik deskriptif dan regresi ganda dengan didahului uji prasyarat, yakni normalitas sebaran data, linieritas dan keberartian arah regresi, multikolinieritas, heterokedastisitas, dan autokorelasi. Hasil penelitian menemukan bahwa (1) terdapat kontribusi yang signifikan *primal leadership* (X1) terhadap pelayanan prima (Y) dengan kontribusi sebesar **15,34%**, (2) terdapat kontribusi yang signifikan motivasi kerja (X2) terhadap pelayanan prima (Y) dengan kontribusi sebesar **14,98%**, (3) Terdapat kontribusi yang signifikan iklim kerja (X3) terhadap pelayanan prima (Y) dengan kontribusi sebesar **17,28%**, (4) terdapat kontribusi yang signifikan etos kerja (X4) terhadap pelayanan prima (Y) sebesar **12,81%**, (5) terdapat kontribusi yang signifikan *landscape* perpustakaan (X5) terhadap pelayanan prima (Y) sebesar **11,35%**, (6) terdapat kontribusi secara simultan variabel bebas X1, X2, X3, X4, dan X5 terhadap variabel pelayanan prima sebesar **71,75%**. Simpulan tersebut berimplikasi pada upaya untuk menumbuhkan *primal leadership*, meningkatkan motivasi kerja, meningkatkan iklim kerja, meningkatkan etos kerja, dan penyempurnaan *landscape* perpustakaan, agar tercipta pelayanan prima.

Kata-kata kunci: primal leadership, motivasi kerja, iklim kerja, etos kerja, landscape perpustakaan, pelayanan prima.

**THE CONTRIBUTION OF PRIMAL LEADERSHIP, WORK
MOTIVATION, WORK CLIMATE, WORK ETHIC AND LIBRARY
LANDSCAPE TO EXCELLENT SERVICE**
(Study at the Buleleng Regency Regional Archives and Library Office)

PUTU DEWI PUSPITAWATI

ABSTRACT

This study aims to examine the contribution of primal leadership, work motivation, work climate, work ethic, and landscape of the library to excellent service at the Buleleng District Library Office. This research uses an ex-post-facto approach. Samples were taken using a simple random sampling technique of 46 people from a population of 52 people. Data on primal leadership (X1), work motivation (X2), work climate (X3), work ethic (X4), library landscape (X5), and excellent service (Y) were collected using a five-choice Likert scale questionnaire. All instruments go through validity and reliability testing before use. Data were analyzed using descriptive statistics and multiple regression preceded by prerequisite tests, namely normality of data distribution, linearity and significance of the regression direction, multicollinearity, heteroscedasticity and autocorrelation. The results of the study found that (1) there was a significant contribution of primal leadership (X1) to excellent service (Y) with a contribution of 15.34%, (2) there was a significant contribution of work motivation (X2) to excellent service (Y) with a contribution of 14.98%, (3) There is a significant contribution of work climate (X3) to excellent service (Y) with a contribution of 17.28%, (4) there is a significant contribution of work ethic (X4) to excellent service (Y) of 12.81%, (5) there is a significant contribution of the library landscape (X5) to excellent service (Y) of 11.35%, (6) there is a simultaneous contribution of the independent variables X1, X2, X3, X4, and X5 to prime service variable of 71.75%. This conclusion has implications for efforts to foster primal leadership, increase work motivation, improve work climate, improve work ethic, and improve the library landscape, so as to create excellent service.

Keywords: *primal leadership, work motivation, work climate, work ethic, library landscape, excellent service*