

PENGARUH KEPEMIMPINAN PELAYAN, SPIRITUALITAS TEMPAT KERJA, MOTIVASI KERJA, DAN KEPUASAN KERJA TERHADAP KUALITAS PELAYANAN DI POLITEKNIK PARIWISATA BALI

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ABSTRAK

Penelitian ini bertujuan mengkaji pengaruh kepemimpinan pelayan, spiritualitas tempat kerja, motivasi kerja, dan kepuasan kerja terhadap kualitas pelayanan. Penelitian kuantitatif ini dilaksanakan pada dosen Politeknik Pariwisata Bali menggunakan teknik survei. Pengambilan sampel menggunakan teknik *simple random sampling*. Dengan menggunakan formula Slovin yang dikoreksi dengan formula Warwich dan Lininger diperoleh sampel 101 dari populasi penelitian 108 orang dosen. Data dikumpulkan dengan kuesioner. Data hasil penelitian dianalisis menggunakan teknik analisis statistik deskriptif dan statistik inferensial *Structural Equation Modeling-Partial Least Squares* (SEM PLS). Hasil penelitian menunjukkan bahwa (1) model teoretik tentang hubungan antar variabel ternyata terbukti secara empirik, (2) kepemimpinan pelayan, spiritualitas tempat kerja, dan motivasi kerja berpengaruh langsung dan signifikan terhadap kepuasan kerja, namun tidak berpengaruh signifikan terhadap kualitas pelayanan, (3) dengan penyertaan variabel mediasi yakni kepuasan kerja, ditemukan bahwa kepemimpinan pelayan, spiritualitas tempat kerja, dan motivasi kerja berpengaruh tidak langsung terhadap kualitas pelayanan. Dengan demikian, penyertaan kepuasan kerja sebagai variabel mediasi berhasil dengan baik dan dapat memediasi pengaruh variabel independen secara penuh. Mengacu pada temuan penelitian ini direkomendasikan untuk menerapkan kepemimpinan pelayan, mengembangkan spiritualitas tempat kerja, meningkatkan motivasi kerja dan kepuasan kerja sehingga peningkatan kualitas pelayanan dapat terwujud.

Kata-kata kunci: kepemimpinan pelayan, spiritualitas tempat kerja, motivasi kerja, kepuasan kerja, kualitas pelayanan

THE EFFECT OF SERVANT LEADERSHIP, WORKPLACE SPIRITUALITY, WORK MOTIVATION, AND JOB SATISFACTION ON SERVICE QUALITY IN POLITEKNIK PARIWISATA BALI (BALI TOURISM POLYTECHNIC)

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ABSTRACT

This research aims to examine the influence of servant leadership, workplace spirituality, work motivation, and job satisfaction on service quality. This quantitative research was carried out on Bali Tourism Polytechnic lecturers using survey techniques. Sampling used simple random sampling technique. By using the Slovin formula which was corrected by the Warwiche and Lininger formula, a sample of 101 was obtained from a research population of 108 lecturers. Data was collected by questionnaire. The research data were analyzed using descriptive statistical analysis techniques and inferential statistics Structural Equation Modeling-Partial Least Squares (SEM PLS). The research results show that (1) the theoretical model of the relationship between variables has been proven empirically, (2) servant leadership, workplace spirituality, and work motivation have a direct and significant effect on job satisfaction, but do not have a significant effect on service quality, (3) with the inclusion of a mediating variable, namely job satisfaction, it was found that servant leadership, workplace spirituality, and work motivation had an indirect effect on service quality. Thus, the inclusion of job satisfaction as a mediating variable worked well and was able to fully mediate the influence of the independent variables. Referring to the findings of this research, it is recommended to implement servant leadership, develop workplace spirituality, increase work motivation and job satisfaction so that improvements in service quality can be realized.

Key words: servant leadership, workplace spirituality, work motivation, job satisfaction, service quality