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ELECTRONIC THESIS AND DISSERTATION UNSYIAH

TITLE

PENGARUH KEPEMIMPINAN SPRITUAL TERHADAP MOTIVASI SPRITUAL DAN MOTIVASI MATERIAL SERTA DAMPAKNYA PADA KUALITAS PELAYANAN SYARIAH: KASUS HOTEL GRAND PERMATA HATI BANDA ACEH

ABSTRACT

ABSTRAK

Abstrak Karya Akhir diserahkan kepada Panitia Komisi Ujian untuk mendapatkan Gelar Magister Manajemen pada Program Pascasarjana Universitas Syiah Kuala

PENGARUH KEPEMIMPINAN SPRITUAL TERHADAP MOTIVASI SPRITUAL DAN MOTIVASI MATERIAL SERTA DAMPAKNYA TERHADAP KUALITAS PELAYANAN DI HOTEL GRAND PERMATA HATI KOTA BANDA ACEH

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Tujuan penelitian ini adalah untuk mengetahui pengaruh kepemimpinan spiritual terhadap motivasi spiritual karyawan, pengaruh kepemimpinan spiritual terhadap motivasi material karyawan, pengaruh kepemimpinan spiritual terhadap kualitas pelayanan karyawan, pengaruh motivasi spiritual terhadap kualitas pelayanan karyawan, pengaruh motivasi material terhadap kualitas pelayanan karyawan, pengaruh kepemimpinan spiritual terhadap kualitas pelayanan melalui motivasi spiritual dan pengaruh kepemimpinan spiritual terhadap kualitas pelayanan melalui motivasi material.

Objek penelitian ini adalah kepemimpinan spiritual, motivasi spiritual, motivasi material dan kualitas pelayanan. Peralatan analisis data yang digunakan dalam penelitian ini yaitu uji verifikatif dengan menggunakan peralatan analisis data structural equation modelling (SEM) dengan bantuan program AMOS. Hasil penelitian menunjukkan bahwa kepemimpinan spiritual yang diterapkan oleh pihak Hotel Grand Permata Hati Banda Aceh berpengaruh terhadap motivasi spiritual karyawan, kepemimpinan spiritual berpengaruh terhadap motivasi material karyawan, kepemimpinan spiritual berpengaruh terhadap kualitas pelayanan karyawan, motivasi spiritual berpengaruh terhadap kualitas pelayanan karyawan, motivasi material berpengaruh terhadap kualitas pelayanan karyawan, kepemimpinan spiritual berpengaruh terhadap kualitas pelayanan melalui motivasi spiritual karyawan dan kepemimpinan spiritual berpengaruh terhadap kualitas pelayanan melalui motivasi material karyawan.

Kata Kunci: Kepemimpinan Spiritual, Motivasi Spiritual, Motivasi Material dan Kualitas Pelayanan.

ABSTRACT

Abstract of Final Paper Submitted to The Examination Committee in partial fulfilment of the requirements for the degree of Master of Management on Graduate Program of Syiah Kuala University

THE INFLUENCE OF SPIRITUAL LEADERSHIP ON SPIRITUAL AND MATERIAL MOTIVATION AND ITS IMPACT ON SERVICE QUALITY

IN HOTELS GRAND PERMATA HATI KOTA BANDA ACEH

By

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The purpose of this study was to determine the effect of spiritual leadership on employee spiritual motivation, the influence of spiritual leadership on employee material motivation, the influence of spiritual leadership on employee service quality, the influence of spiritual motivation on employee service quality, the effect of material motivation on employee service quality, the influence of spiritual leadership on employee service quality. service quality through spiritual motivation and the influence of spiritual leadership on service quality through material motivation. The object of this research is spiritual leadership, spiritual motivation, material motivation and service quality. The data analysis tool used in this research is the verification test using structural equation modeling (SEM) data analysis equipment with the help of the AMOS program. The results showed that the spiritual leadership applied by the Hotel Grand Permata Hati Banda Aceh had an effect on employee spiritual motivation, spiritual leadership had an effect on employee material motivation, spiritual leadership had an effect on employee service quality, spiritual motivation had an



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effect on employee service quality, material motivation had an effect on employee service quality. Employee service quality, spiritual leadership influences service quality through employee spiritual motivation and spiritual leadership affects service quality through employee material motivation..

Keywords : Spiritual Leadership, Spiritual Motivation, Material Motivation and Service Quality