

Pengaruh Paternalistic Leadership Pada Service Quality Yang Dimediasi Oleh Trust in Leaders dan Organizational Citizenship Behavior: Studi Pada Industri Alat Berat di Indonesia = The Effect of Paternalistic Leadership on Service Quality Mediated by Trust in Leaders and Organizational Citizenship Behavior: A Study on The Heavy Equipment Industry in Indonesia

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Abstrak

Pelayanan berkualitas tinggi merupakan peluang bagi dealer untuk bersaing di industri alat berat yang saat ini kompetitif. Oleh karena itu, menjaga kepuasan pelanggan setia tetap menjadi prinsip bisnis yang vital dalam industri ini. Kualitas pelayanan akan ditentukan oleh peran penting dari gaya kepemimpinan. Para peneliti telah menyampaikan tentang hubungan antara gaya kepemimpinan yang dimediasi oleh customer oriented-organizational citizenship behavior (CO-OCB) mempengaruhi perilaku kualitas layanan, sementara yang lain berpendapat bahwa CO-OCB meningkat secara signifikan dengan adanya mediasi trust in leaders (TIL). Dalam penelitian ini peneliti menggunakan model paternalistic leadership Indonesia (PLI) dan model employee service quality (ESQ) untuk mengeksplorasi pengaruh gaya kepemimpinan pada kualitas layanan melalui CO-OCB dan TIL sebagai mediator. Untuk membuktikan hipotesis yang telah dirumuskan digunakan Pemodelan Persamaan Struktural (SEM) untuk pengolahan data dan juga pendekatan Multisample, yang dilakukan dengan menyebarkan kuisioner pada 1.700 karyawan melalui HR manager dan berkomunikasi langsung terhadap sebagian karyawan yang bekerja seluruh cabang operational sebuah dealer alat berat di Indonesia, sekaligus melihat pengaruh kepemimpinan paternalistik pada kualitas layanan karyawan. Studi ini ingin mengungkapkan bahwa pada industri alat berat, pengaruh paternalistic leadership Indonesia pada customer oriented-organizational citizenship behavior yang dimediasi sebagian oleh trust in leaders akan mempengaruhi employee service quality. Selain itu melalui pendekatan multisample dibuktikan bahwa sektor bisnis tidak mempengaruhi semua pengaruh variabel dependen terhadap variabel independen dalam model penelitian.

.....High quality service is an advantage for dealers to compete in today's competitive heavy equipment industry. Therefore, maintaining the satisfaction of loyal customers remains a vital business principle in this industry. Service quality will be determined by the important role of leadership style. Researchers have conveyed about the relationship between leadership style mediated by customer oriented-organizational citizenship behavior (CO-OCB) affecting service quality behavior, while others argue that CO-OCB increases significantly with trust in leaders (TIL) mediation. In this study, the researchers used the paternalistic leadership Indonesia (PLI) model and the employee service quality (ESQ) model to explore the influence of leadership style on service quality through CO-OCB and TIL as mediators. To prove the hypothesis that has been formulated, Structural Equation Modeling (SEM) is used for data processing and also the Multisample approach, which is carried out by distributing questionnaires to 1,700 employees through the HR manager and communicating directly with some employees who work in all operational branches of a heavy equipment dealer in Indonesia, while looking at the influence of paternalistic leadership on the quality of employee service. This study wants to reveal that in the heavy equipment industry, the

influence of Indonesia's paternalistic leadership on CO-OCB which is partially mediated by trust in leaders affect employee service quality. In addition, through the multisample approach, it is proven that the business sector does not affect all the effects of the dependent variable on the independent variables in the research model