

ABSTRAK

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Program Studi: Manajemen
Judul : Mengeksplorasi Hubungan *Servant Leadership*, *Social Responsible Leadership*, Dan *Organizational Commitment*

Penelitian ini bertujuan untuk menguji sejauh mana pengaruh untuk hubungan antara *Servant Leadership*, *Socially Responsible Leadership*, dan *Organizational Commitment* pada karyawan rumah sakit Arun Kota Lhokseumawe. Tujuan penelitian ini adalah untuk mengetahui tingkat komitmen organisasi karyawan yang bekerja di rumah sakit tersebut, baik pada dimensi *Affective Commitment*, *Continuance Commitment*, maupun *Normative Commitment*. Data penelitian ini menggunakan data primer yang diperoleh melalui penyebaran kuesioner kepada 119 karyawan. Teknik analisis data yang digunakan adalah *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) yang mencakup uji validitas, reliabilitas, serta pengujian hipotesis. Hasil penelitian menunjukkan bahwa secara parsial *Servant Leadership* berpengaruh positif dan signifikan terhadap *Affective Commitment*, *Continuance Commitment*, dan *Normative Commitment*. Selanjutnya, *Socially Responsible Leadership* juga berpengaruh positif dan signifikan terhadap ketiga dimensi *Organizational Commitment*. Temuan ini memberikan implikasi yang berguna bagi rumah sakit dalam merancang strategi kepemimpinan yang efektif, sehingga mampu meningkatkan loyalitas, keterikatan emosional, serta rasa tanggung jawab moral karyawan terhadap organisasi.

Kata Kunci : *Servant Leadership*, *Social Responsible Leadership*, Dan *Organizational Commitment*

ABSTRACT

Name : Muhammad Haykal
Program Study : Management
Title : *Exploring the Relationship between Servant Leadership, Social Responsible Leadership, and Organizational Commitment*

This study aims to examine the extent of the influence of the relationship between Servant Leadership, Socially Responsible Leadership, and Organizational Commitment on employees of Arun Hospital, Lhokseumawe City. The purpose of this study is to determine the level of organizational commitment of employees working at the hospital, both in the dimensions of Affective Commitment, Continuance Commitment, and Normative Commitment. This study uses primary data obtained through distributing questionnaires to 119 employees. The data analysis technique used is Structural Equation Modeling-Partial Least Squares (SEM-PLS) which includes validity and reliability tests, as well as hypothesis testing. The results of the study indicate that partially Servant Leadership has a positive and significant effect on Affective Commitment, Continuance Commitment, and Normative Commitment. Furthermore, Socially Responsible Leadership also has a positive and significant effect on the three dimensions of Organizational Commitment. These findings provide useful implications for hospitals in designing effective leadership strategies, thereby increasing employee loyalty, emotional attachment, and a sense of moral responsibility towards the organization.

Keywords : *Servant Leadership, Social Responsible Leadership, and Organizational Commitment*