

THE INFLUENCE OF DIGITAL LEADERSHIP, LEADER MEMBER EXCHANGE, ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND INNOVATION CAPABILITY ON ORGANIZATIONAL PERFORMANCE, WITH SERVICE QUALITY AS AN INTERVENING VARIABLE
(Quantitative Analysis on Regional Apparatuses in Banjar City)

ABSTRACT

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The objectives of this research were to know and to analyze the influence of digital leadership, leader member exchange, organizational citizenship behavior and innovation capability on organizational performance, with service quality as an intervening variable. The research method used explanatory research method, with its sample in this research was service servant at regional apparatuses in Banjar City. By using Partial Least Square-Structural Equation Model (PLS-SEM), the study found that digital leadership, leader member exchange, organizational citizenship behavior and innovation capability, partially have positive significant effect to service quality, and digital leadership, leader member exchange, organizational citizenship behavior, innovation capability and service quality partially have positive significant effect to organizational performance. Simultaneously, digital leadership, leader member exchange, organizational citizenship behavior and innovation capability, have positive significant effect to service quality, and digital leadership, leader member exchange, organizational citizenship behavior, innovation capability, and service quality, also have a positive simultaneous significant effect to organizational performance. Then it was found that service quality can mediate the effect of digital leadership, leader member exchange, organizational citizenship behavior and innovation capability on organizational performance. So the hypothesis was verified.

Keywords : digital leadership, LMX, OCB, service quality, organizational performance

**PENGARUH *DIGITAL LEADERSHIP, LEADER MEMBER EXCHANGE, ORGANIZATIONAL CITIZENSHIP BEHAVIOR* DAN *INNOVATION CAPABILITY* TERHADAP KINERJA ORGANISASI, DENGAN *SERVICE QUALITY* SEBAGAI VARIABEL INTERVENING
(Analisis Kuantitatif pada Perangkat Daerah di Kota Banjar)**

ABSTRAK

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Tujuan penelitian ini adalah mengetahui dan menganalisis pengaruh *digital leadership, leader member exchange, organizational citizenship behavior* dan *innovation capability* terhadap kinerja organisasi, dengan *service quality* sebagai variabel intervening. Metode penelitian yang digunakan adalah metode survey, dengan sampel Pegawai Negeri Sipil pada Perangkat Daerah di Lingkungan Pemerintah Kota Banjar. Dengan menggunakan *Partial Least Square-Structural Equation Model (PLS-SEM)*, penelitian menemukan bahwa secara parsial, *digital leadership, leader member exchange, organizational citizenship behavior* dan *innovation capability* memiliki pengaruh positif yang signifikan terhadap *service quality*, dan *digital leadership, leader member exchange, organizational citizenship behavior, innovation capability* dan *service quality* memiliki pengaruh positif yang signifikan terhadap kinerja organisasi. Secara simultan, *digital leadership, leader member exchange, organizational citizenship behavior* dan *innovation capability* memiliki pengaruh positif yang signifikan terhadap *service quality*, dan *digital leadership, leader member exchange, organizational citizenship behavior, innovation capability* dan *service quality* memiliki pengaruh positif yang signifikan terhadap kinerja organisasi. Kemudian ditemukan bahwa *service quality* dapat memediasi pengaruh *digital leadership, leader member exchange, organizational citizenship behavior* dan *innovation capability* terhadap kinerja organisasi. Dengan demikian seluruh hipotesis telah teruji kebenarannya.

Kata kunci : *digital leadership, LMX, OCB, service quality*, kinerja organisasi.