

## ABSTRAK

### PENGARUH KEPEMIMPINAN VIRTUAL, MOTIVASI DAN INTERNAL LOCUS OF CONTROL TERHADAP KINERJA AGENT CONTACT CENTER BEKERJA DARI RUMAH

Pandemi Covid-19 menyebabkan banyak perubahan dalam tatanan dunia kerja karena berlaku pembatasan mobilitas yang menuntut perusahaan untuk dapat menerapkan konsep bekerja dari rumah termasuk di layanan *contact center*. Penelitian ini bermaksud untuk mengetahui pengaruh kepemimpinan virtual, motivasi, dan *internal locus of control* pada agent *contact center* bekerja dari rumah yang dilakukan dengan menganalisis hasil kuesioner dari 780 *agent contact center* yang perusahaannya tergabung ke dalam Indonesia *Contact Center Association*. Penelitian ini bersifat kuantitatif dengan menggunakan analisis Regresi linier berganda. Metode analisis data yang digunakan dalam penelitian ini adalah uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji T, uji F, dan uji R dilakukan menggunakan SPSS versi 26. Berdasarkan hasil analisis yang dilakukan maka dapat disimpulkan bahwa Kepemimpinan Virtual memiliki pengaruh positif terhadap Kinerja agent *contact center* bekerja dari rumah, dilihat dari hasil  $t_{hitung} (22,66) > t_{tabel} (1,960)$ . Motivasi kerja juga memiliki pengaruh positif pada kinerja agen dengan hasil  $t_{hitung} (6,937)$ . Variabel ketiga *Internal locus of control* juga berpengaruh positif terhadap kinerja agen dengan nilai t sebesar 3,736. Hasil Analisa data menunjukkan bahwa secara simultan kepemimpinan virtual, motivasi, dan *internal locus of control* berpengaruh terhadap kinerja *agent contact center* bekerja dari rumah dengan koefisien determinasi  $R^2$  sebesar 0,794 yang berarti sebesar 79,3 persen kinerja *agent contact center* bekerja dari rumah dipengaruhi oleh kepemimpinan virtual, motivasi, dan *internal locus of control*.

Kata kunci: Kinerja, Kepemimpinan Virtual, Motivasi, *Internal Locus of Control*, *Agent Contact Center* Bekerja dari Rumah

## **ABSTRACT**

### **THE INFLUENCE OF VIRTUAL LEADERSHIP, MOTIVATION AND INTERNAL LOCUS OF CONTROL ON THE PERFORMANCE OF AGENT CONTACT CENTER WORKING FROM HOME**

*The Covid-19 pandemic has caused many changes in the world of work, mainly because of restrictions on mobility, and social distancing requires companies to implement the concept of working from home, including contact center services. This study aims to determine the effect of virtual leadership, motivation, and internal locus of control on contact center agents working from home. This research was conducted by analyzing the results of the questionnaire which will be distributed to 780 contact center agents whose companies are members of the Indonesia Contact Center Association. This research is quantitative by using multiple linear regression analysis. The data analysis method used in this research is validity and reliability test, classical assumption test, multiple linear regression analysis, T test, F test, and R test using SPSS. Based on the results of the analysis carried out, it can be concluded that Virtual Leadership has a positive influence on the performance of contact center agents working from home, this can be seen from the results of  $t_{count} (22,66) > t_{table} (1,960)$ . Work motivation also has a positive influence on the performance of agents with the result  $t_{count} (6.937)$ . The third variable Internal locus of control also has a positive effect on agent performance with a t value of 3,736. The results of data analysis show that virtual leadership, motivation, and internal locus of control simultaneously affect the performance of contact center agents working from home with a coefficient of determination  $R^2$  of 0,794 which means that 79,3 percent of contact center agent performance working from home is influenced by virtual leadership, motivation, and internal locus of control.*

*Keywords: Performance, Virtual Leadership, Motivation, Internal Locus of Control, Contact Center Agent Working from Home*