

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh Servant Leadership Terhadap Leadership Effectiveness Berdasarkan Persepsi Karyawan Generasi Y pada Industri E-commerce di Daerah Jakarta.

Penelitian ini bertujuan untuk mengetahui pengaruh dari tujuh dimensi *servant leadership* terhadap *leadership effectiveness*. Tujuh dimensi yang digunakan terdiri dari *emotional healing*, *putting subordinates first*, *helping subordinates grow and succeed*, *empowering*, *creating value for the community*, *conceptual skills* dan *behaving ethically*. Responden dari penelitian ini adalah 112 karyawan generasi Y yang bekerja pada industri *e-commerce* di daerah Jakarta. Metode yang digunakan untuk mengelola data dalam penelitian ini adalah *multiple regression*. Hasil dari penelitian ini menunjukkan bahwa dari tujuh dimensi *servant leadership* yang diteliti hanya terdapat dua dimensi yang terbukti memiliki pengaruh positif terhadap *leadership effectiveness* yaitu *helping subordinates grow and succeed* serta *behaving ethically*. Sedangkan, lima dimensi lainnya tidak terbukti memiliki pengaruh positif terhadap *leadership effectiveness*.

Kata kunci:

Servant Leadership; Emotional Healing; Putting Subordinates First; Helping Subordinates Grow and Succeed; Empowering, Creating Value for The Community; Conceptual Skills; Behaving Ethically; Leadership Effectiveness.

ABSTRACT

Name : Athirah Rerana Fitrianty & Ayuni Dwi Resita
Study Program : Management
Tittle : *The Impact Servant Leadership Towards Leadership Effectiveness
(Perception of Generation Y Employees in E-commerce Industry, Jakarta)*

This study aims to determine the servant leadership dimensions toward leadership effectiveness. There are seven dimensions used for the variable servant leadership, those are emotional healing, putting subordinates first, helping subordinates grow and succeed, empowering, creating value for the community, conceptual skills and behaving ethically. The respondent of this study are 112 generation Y employees in e-commerce industry, Jakarta. This study uses Multiple Regression to process the data. The result of this study shows that only two out seven dimensions have positive effects toward leadership effectiveness those are helping subordinates grow & succeed and behaving ethically. While the other five dimensions have no positive effects toward leadership effectiveness.

keywords:

Servant Leadership; Emotional Healing; Putting Subordinates First; Helping Subordinates Grow and Succeed; Empowering, Creating Value for The Community; Conceptual Skills; Behaving Ethically; Leadership Effectiveness.