

ABSTRAK

SISWAN. 2024. Pengaruh Kepemimpinan dan Kedisiplinan Pegawai Terhadap Peningkatan Kualitas Pelayanan Masyarakat Pada Kantor Desa Dwitiro Kecamatan Bontotiro Kabupaten Bulukumba. Skripsi. Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Di bimbingan oleh Ahmad Ac dan Samsul Rizal.

Penelitian ini bertujuan untuk menganalisis sejauh mana Pengaruh Kepemimpinan dan Kedisiplinan Pegawai terhadap Peningkatan Kualitas Pelayanan Masyarakat Pada Kantor Desa Dwitiro Kecamatan Bontotiro Kabupaten Bulukumba. Serta untuk menganalisis variabel yang paling dominan berpengaruh terhadap kualitas pelayanan pada Kantor Desa Dwitiro Kecamatan Bontotiro. Mengaplikasikan tujuan tersebut digunakan metode analisis regresi berganda. Berdasarkan hasil dari regresi diperoleh persamaan $Y = -5,535 + 0.807 X_1 + 0.329 X_2 + e$. Dari hasil model analisis antara kepemimpinan dan kedisiplinan, menunjukkan bahwa terdapat hubungan yang signifikan dalam kualitas pelayanan sebab $R^2 = 0,741$ yang artinya ada pengaruh yang cukup kuat antara kepemimpinan dan kedisiplinan terhadap kualitas pelayanan pada Kantor Desa Dwitiro Kecamatan Bontotiro Kabupaten Bulukumba.

Kata kunci : Kepemimpinan, Kedisiplinan dan Kualitas Pelayanan



ABSTRACT

SISWAN. 2024. *The Influence of Leadership and Employee Discipline on Improving the Quality of Public Services at the Dwitiro Village Office, Bontotiro District, Bulukumba Regency. Thesis. Department of Management, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by Ahmad Ac and Samsul Rizal.*

This study aims to analyze the extent to which the Influence of Leadership and Employee Discipline on Improving the Quality of Public Services at the Dwitiro Village Office, Bontotiro District, Bulukumba Regency. And to analyze the most dominant variables that influence the quality of services at the Dwitiro Village Office, Bontotiro District. Applying these objectives, the multiple regression analysis method is used. Based on the results of the regression, the equation $Y = -5.535 + 0.807 X_1 + 0.329 X_2 + e$ is obtained. From the results of the analysis model between leadership and discipline, it shows that there is a significant relationship in service quality because $R^2 = 0.741$, which means that there is a fairly strong influence between leadership and discipline on service quality at the Dwitiro Village Office, Bontotiro District, Bulukumba Regency.

Keywords: Leadership, Discipline and Quality of Service

