

PENGARUH BUDAYA ORGANISASI DAN KOMPETENSI PENDETA TERHADAP KUALITAS PELAYANAN SERTA IMPLIKASINYA PADA LOYALITAS JEMAAT HURIA KRISTEN BATAK PROTESTAN (HKBP) BOGOR

Hantus Hutapea

Abstrak

Penelitian ini dilakukan untuk mengetahui faktor penyebab rendahnya loyalitas jemaat di Huria Kristen Batak Protestan (HKBP) Bogor. Adapun faktor yang diduga mempengaruhi loyalitas jemaat adalah budaya organisasi, kompetensi pendeta dan kualitas pelayanan. Disamping itu, faktor budaya organisasi dan kompetensi pendeta diduga juga mempengaruhi tingkat kualitas pelayanan. Penelitian ini mengambil responden para jemaat di Huria Kristen Batak Protestan (HKBP) Bogor yang berjumlah 103 orang. Sampel dalam penelitian ini diambil dengan menggunakan teknik sampel sederhana (*simple random sampling*), teknik ini untuk memperoleh sampel dari jumlah kerangka sampel (N), sebanyak 4000 orang. Tehnik pengambilan sampel acak sederhana digunakan karena populasi homogen. Sedangkan teknik yang digunakan dalam menganalisis penelitian menggunakan analisis jalur (*path analysis*).

Hasil penelitian menunjukkan bahwa budaya organisasi tidak berpengaruh terhadap kualitas pelayanan, kompetensi Pendeta berpengaruh terhadap kualitas pelayanan, budaya organisasi berpengaruh terhadap loyalitas Jemaat dan kualitas pelayanan berpengaruh terhadap loyalitas jemaat, kompetensi Pendeta berpengaruh terhadap loyalitas Jemaat.

Berdasarkan hasil penelitian tersebut, disimpulkan bahwa variabel kualitas pelayanan pada penelitian ini mempunyai pengaruh yang cukup besar dalam menentukan loyalitas jemaat, namun tidak berpengaruh terhadap budaya organisasi, sedangkan variabel kompetensi pendeta mempunyai pengaruh yang besar terhadap kualitas pelayanan dan loyalitas Jemaat. Disamping itu, budaya organisasi mempunyai pengaruh yang signifikan terhadap loyalitas jemaat di Huria Kristen Batak Protestan (HKBP) Bogor.

Kata Kunci : Budaya organisasi, Kompetensi Pendeta, Kualitas pelayanan dan Loyalitas Jemaat.

INFLUENCE OF ORGANIZATIONAL CULTURAL AND COMPETENCY
PASTOR TO QUALITY SERVICE AND IMPLICATIONS TO THE CHURCH
CONGREGATION'S LAYALTY AT HURIA KRISTEN BATAK PROST-
ESTAN (HKBP) BOGOR

Hantus Hutapea

Abstract

This study was conducted to determine the factors causing low loyalty to the Batak Protestan (HKBP) church Bogor. The factors suspected to influence the church congregation loyalty were the organization's culture, competencies pastors and quality of service. In addition to organizational cultural factors also influenced by the alleged competence pastors level of service quality. 103 respondents were taken from Huria Kristen Batak Protestan (HKBP) church in Bogor. The sample in this study were taken using sampling techniques (simple random sampling), it were obtain from a sample frame member (N) of 4000 population. Simple random sampling technique was used as a homogeneous population. Techniques used in analyzing studies was path analysis.

The results showed that organizational culture did not affect the quality of service, the competence pastor influential to quality of service, the organizational culture influence to the church congregation loyalty, the quality of service influence to the church congregation of loyalty, the competence pastor influence to the Church congregation on loyalty. Based on these results, it was concluded that the variable quality of service in this study have a considerable influence on me-determine the loyalty of the church, but the organizational culture did not influence the quality of service, while the variable competence Pastor has a gread influence on the quality of service and loyalty to the Church. In addition tu the organizational culture was a significant influence on the loyalty of the Batak Protestant (HKBP) church in Bogor.

Keywords: Organizational Culture, Competence Pastor, Quality of Service and Loyalty Church.