

ABSTRAK

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PENGARUH *SELF-LEADERSHIP* DALAM MENINGKATKAN HASIL *INTERNAL BRANDING*: EFEK MEDIASI *ROLE IDENTITY* PADA KARYAWAN HOTEL BINTANG LIMA DI DKI JAKARTA

Pada masa sekarang ini, industri perhotelan di DKI Jakarta sebagai pusat wisata dan bisnis mengalami persaingan yang semakin ketat, seiring dengan peningkatan jumlah kunjungan wisatawan. Sebagai bagian penting dalam ekosistem pariwisata, hotel berbintang lima dituntut untuk memberikan pelayanan unggul guna memenuhi kebutuhan wisatawan. Salah satu tantangan yang dihadapi adalah memastikan karyawan memahami nilai merek dan mampu mencerminkannya dalam layanan mereka. Penelitian ini bertujuan untuk menguji pengaruh *self-leadership* terhadap hasil *internal branding* dengan peran mediasi *role identity*. Subjek penelitian ini adalah karyawan yang bekerja di hotel bintang lima Jakarta sebanyak 120 orang. Teknik penelitian ini menggunakan teknik *convenience sampling* dan analisis menggunakan *Partial Least Square-Structural Equation Model* (PLS-SEM) dengan menggunakan program SmartPLS versi 4.0.9.9. Hasil penelitian ini adalah *brand knowledge* berpengaruh positif terhadap *brand commitment*, *brand knowledge* berpengaruh positif terhadap *brand citizenship behavior*, *brand commitment* berpengaruh positif terhadap *brand citizenship behavior*, *self-leadership* tidak mempengaruhi *brand knowledge*, *self-leadership* tidak mempengaruhi *brand commitment*, dan *self-leadership* mempengaruhi *brand citizenship behavior*. Analisa melalui mediasi mengungkapkan bahwa *role identity* memediasi pengaruh *self-leadership* terhadap *brand knowledge*, *role identity* memediasi pengaruh *self-leadership* terhadap *brand commitment*, dan *role identity* memediasi pengaruh *self-leadership* terhadap *brand citizenship behavior*.

Referensi: 54 (2018-2024)

Kata Kunci: *Self-leadership*, *role identity*, *internal branding*, *brand knowledge*, *brand commitment*, *brand citizenship behavior*.

ABSTRACT

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In the current area, the hospitality in DKI Jakarta, as a center for tourism and business, is facing increasingly intense competition along with the rise in the tourist arrivals. As a crucial part of the tourism ecosystem, five-star hotels are required to deliver excellent services to meet the needs of tourists. One of the challenges is ensuring that employees understand the brand values and are able to reflect them in their service. This study aims to examine the influence of self-leadership on internal branding outcomes with the mediating role of role identity. The study subjects consisted of 120 employees working in five-star hotels in Jakarta. The research employed convenience sampling techniques and analysis using Partial Least-Structural Equation Model (PLS-SEM) with SmartPLS software version 4.0.9.9. The findings revealed that brand knowledge affects brand commitment, brand knowledge influence brand citizenship behavior, and brand commitment impacts brand citizenship behavior. However, self-leadership does not affect brand knowledge or brand commitment, but it does influence brand citizenship behavior. Mediates analysis revealed that role identity mediates the influence of self-leadership on brand knowledge, role identity mediates the influence of self-leadership on brand commitment, and role identity mediates the influence of self-leadership on brand citizenship behavior.

Reference: 54 (2018-2024)

Keywords: Self-leadership, role identity, internal branding, brand knowledge, brand commitment, brand citizenship behavior.