

**SKRIPSI**

***GENDER DAN LEADERSHIP ASPIRATION: PENGARUH  
DARI COMMUNAL ORIENTATION DAN ORGANIZATIONAL  
IDENTIFICATION TERHADAP PEKERJA KEDAI KOPI DI  
JAKARTA UTARA***



**UNTAR**  
Universitas Tarumanagara

**DIAJUKAN OLEH:**

**NAMA : FEBIOLA**

**NPM : 115160108**

**UNTUK MEMENUHI SEBAGIAN DARI SYARAT-SYARAT  
GUNA MENCAPAI GELAR SARJANA EKONOMI**

**PROGRAM STUDI S1 MANAJEMEN**

**FAKULTAS EKONOMI DAN BISNIS**

**UNIVERSITAS TARUMANAGARA**

**JAKARTA**

**2020**

**UNIVERSITAS TARUMANAGARA**  
**FAKULTAS EKONOMI DAN BISNIS**  
**JAKARTA**

**HALAMAN PENGESAHAN SKRIPSI**

Nama : Febiola  
NPM : 115160108  
Program Studi : S1 Manajemen

**Judul Skripsi**

*GENDER DAN LEADERSHIP ASPIRATION: PENGARUH DARI COMMUNAL  
ORIENTATION DAN ORGANIZATIONAL IDENTIFICATION TERHADAP  
PEKERJA KEDAI KOPI DI JAKARTA UTARA*

Telah diuji pada Ujian Skripsi dan Komprehensif pada tanggal 17 Januari 2020 dan dinyatakan lulus, dengan tim penguji yang terdiri atas:

1. Ketua : Andi Wijaya, S.E., M.M.
2. Anggota : Lydiawati Soelaiman, S.T., M.M.  
Ronnie Resdianto Masman, S.E., M.A., M.M.

Jakarta, 20 Januari 2020

Pembimbing

(Ronnie Resdianto Masman, S.E., M.A., M.M.)

## **ABSTRAK**

**UNIVERSITAS TARUMANAGARA**

**FAKULTAS EKONOMI DAN BISNIS**

**JAKARTA**

- (A) Febiola (115160108)
- (B) *GENDER DAN LEADERSHIP ASPIRATION: PENGARUH DARI COMMUNAL ORIENTATION DAN LEADERSHIP ASPIRATION TERHADAP PEKERJA KEDAI KOPI DI JAKARTA UTARA*
- (C) xiv + 93 hlm, 2020, tabel 17; gambar 11; lampiran 6
- (D) MANAJEMEN SUMBER DAYA MANUSIA
- (E) *Abstract: This research was conducted in order to determine and understand the impact of gender toward leadership aspiration mediated by communal orientation, and organizational identification toward leadership aspiration and the moderating effect of it in the environment of coffee shop employee based in North Jakarta. This research implements survey method, in which questionnaires were used as tools to collect the data needed for this research. A total of 80 respondents participated in this research, were then analysed using PLS-SEM method using SmartPLS 3.2.7 Software. Based on the results of the data analysis, it was found that gender is a significant predictor toward leadership aspiration mediated by communal orientation, and organizational identification is a significant predictor toward leadership aspiration and has a moderating effect toward the impact of communal orientation toward leadership aspiration. Theoretical and practical contributions are discussed.*
- (F) Daftar Acuan 52 (1966-2018)
- (G) Ronnie Resdianto Masman, S.E., M.A., M.M.

*“Go big, or go home.”*