

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kecerdasan emosional dan kecerdasan spiritual terhadap *hospitality culture* pada karyawan Ibis Hotel di Wilayah Tangerang. Subyek dalam penelitian ini adalah karyawan yang bekerja di 3 *brand* Ibis Hotel, yaitu Ibis Hotel Gading Serpong, *Ibis Style Jakarta Airport* dan *Ibis Budget Jakarta Airport* dengan jumlah karyawan sebanyak 248 orang. Penentuan sampel menggunakan *purposive sampling* sehingga diperoleh jumlah sampel sebanyak 154 orang. Analisis data yang digunakan adalah analisis dengan menggunakan *software* SPSS versi 25. Hasil dari penelitian ini menunjukkan bahwa kecerdasan emosional berpengaruh signifikan terhadap *hospitality culture* sebesar 0,302; kecerdasan spiritual berpengaruh signifikan terhadap *hospitality culture* sebesar 0,330; serta kecerdasan emosional dan kecerdasan spiritual berpengaruh signifikan secara simultan terhadap *hospitality culture* sebesar 0,412.

Kata Kunci : *Hospitality Culture*, Kecerdasan Emosional, Kecerdasan Spiritual



UNIVERSITAS
MERCU BUANA

ABSTRACT

This study examines and analyze the influence of emotional intellingence, and spiritual intelligence on employee's hospitality culture in Ibis Hotel in Tangerang Region. The subjects of this study is employees who worked in 3 (three) Ibis brands, namely Ibis Hotel Gading Serpong, Ibis Style Jakarta Airport and Ibis Budget Jakarta Airport with the amount of 248 people. Sample used were determined by purposive sampling with the sample amount of 154 people. The research used statistical analysis using SPSS software version 25. The result of this research showed that emotional intelligence positively and significantly affects hospitality cuture with the score of 0.302; spiritual intelligence positively and significantly affects hospitality culture with the score of 0.330; Emotional intelligence and spiritual intelligence simultaneously significant to the hospitality culture with the score of 0.412.

Key Word : *Hospitality Culture, emotional intelligence, spiritual intelligence*

