

## **ABSTRACT**

*This study aims to analyze the factors that influence the quality of internal service at Burger King FSDT in South Jakarta. The population of this research is employees of Burger King FSDT in South Jakarta with a total sample of 126 employees. The data analysis method used Structural Equation Model-Partial Least Square (SEM-PLS). The results of the study found that transformational leadership has a positive and significant effect on organizational culture. Transformational leadership has no effect on the quality of internal services. Organizational culture has a positive and significant effect on the quality of internal services. Training has a positive and significant effect on organizational culture. Training does not affect the quality of internal services. Organizational culture is not able to mediate between transformational leadership variables and internal service quality. Organizational culture is able to mediate between the training variables and the quality of internal services.*

**Keywords:** *Transformational Leadership, Training, Organizational Culture, Internal Service Quality, SEM PLS*



## ABSTRAK

Penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi kualitas pelayanan *internal* pada Burger King FSDT di Jakarta Selatan. Populasi dari penelitian ini adalah karyawan dari Burger King FSDT di Jakarta Selatan dengan jumlah sampel sebanyak 126 karyawan. Metode analisis data menggunakan *Structural Equation Model-Partial Least Square* (SEM-PLS). Hasil penelitian menemukan bahwa kepemimpinan *transformatif* berpengaruh positif dan signifikan terhadap budaya organisasi. Kepemimpinan *transformatif* tidak berpengaruh terhadap kualitas pelayanan *internal*. Budaya organisasi berpengaruh positif dan signifikan terhadap kualitas pelayanan *internal*. Pelatihan berpengaruh positif dan signifikan terhadap budaya organisasi. Pelatihan tidak berpengaruh terhadap kualitas pelayanan *internal*. Budaya organisasi tidak mampu memediasi antara variabel kepemimpinan *transformatif* dengan kualitas pelayanan *internal*. Budaya organisasi mampu memediasi antara variabel pelatihan dengan kualitas pelayanan *internal*.

**Kata Kunci:** Kepemimpinan *Transformatif*, Pelatihan, Budaya Organisasi, Kualitas Pelayanan *Internal*, SEM PLS

