

Leadership, Organizational Culture, and Work Motivation toward Work Behavior and Lecturers' Performance in Batam City

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EXTENDED ABSTRACT

The objectives of this study were to analyze the influence of leadership, organizational culture, and motivation toward the work behavior and the lecturer performance, and the work behavior toward the lecturer performance. The respondents of this research were 157 lecturers in Batam, using census method. The data was gathered by questionnaire and analyzed by Structural Equation Modeling using Partial Least Square. The results of the study found that the leadership has significantly influenced the work behavior, the organizational culture has significantly influenced the work behavior, the leadership has significantly influenced the work behavior, the motivation has significantly influenced the work behavior, the leadership has insignificantly influenced the lecturers' performance, the organizational culture has insignificantly influenced the lecturers' performance, and the work behavior has significantly influenced the lecturers' performance.

Keywords: Leadership, Organizational Culture, Motivation, Work Behavior, Performance

INTRODUCTION

The roles of human resources are greatly determining the realization of organizational goals, but to manage them is quite difficult. The human resources are expected to be capable, talented and skilled, also should be enthusiastic and willing to work effectively and efficiently (Sedarmayanti, 2009). Human resource is a dynamic factor that determines the progress of an organization, therefore the organizations with reliable human resources will win the competition (As'ad, 2008).

It is acknowledged that the competition between companies does not a competition between machines, buildings, equipment and even does not between the capitals. In essence the competition is happens between personnel. Companies with better personnel will be the winner of the competition. Human Resources is one of the resources belong to the organization, covering all people who play some roles. Human resources are the most important and momentous among all of the resources available whether in the public or in the private organizations.

Human resources are the only resources that have reason, feelings, desires, abilities, skills, knowledge, drive, power, and work. It is the only resources that have the ratio, taste, and intention. All the potential of the human resources are very influential to the organization's efforts in achieving its objectives. However advanced of the technology, progressed of the information, and availability of the capital and sustained of the materials, these all will be malfunction without the attendance of the human resources, and it will difficult for the organization to achieve its goals. However excellence of the organizational goals and plans were formulated, it is likely to be in vain if the elements of human resources are ignored, let alone abandoned, (Gomes, 2008). It can not be denied and no doubt that one of the most important factors to determine the success or failure of an organization is the human resources factor. The competitive advantage of an organization is determined by the quality of its human resources, therefore the handling of human resources must be done thoroughly and exhaustively within the framework of human resource management system that is strategic, integrated, and always connected, in accordance with the organization's objectives, vision and mission (Moehleriono, 2009).

The strategic role of human resources can be generalized in higher education institutions, at this case is in the lecturers' hands. The lecturers are strategic human resources that provide added value and are a benchmark for the success of higher education institutions. The Lecturers' ability is the competitive advantage of the higher education institution. Facing the era of global market competition today, the business world feels more competitive. The level of business competition is felt in almost all sectors of industry and services, both in small-scale companies, medium and large companies, this causes the burden borne by the managers or

