

ABSTRAK

Bu'ulolo, Sanida Pengaruh *Service Leadership* dan *Coworker Support* Terhadap Retensi Pegawai Puskesmas Ulunoyo Kabupaten Nias Selatan, Pembimbing Skripsi Eliyunus Waruwu, s.pt., M.Si

Penelitian ini bertujuan untuk menganalisis pengaruh *service leadership* dan *coworker support* terhadap retensi pegawai di Puskesmas Ulunoyo, Kabupaten Nias Selatan. Latar belakang penelitian ini didasarkan pada tingginya angka pengunduran diri pegawai dalam kurun waktu tiga tahun terakhir yang berdampak pada menurunnya efektivitas pelayanan kesehatan. Dua faktor yang diduga berperan penting dalam meningkatkan retensi pegawai adalah gaya kepemimpinan yang melayani (*service leadership*) serta dukungan antar rekan kerja (*coworker support*). Jenis penelitian yang digunakan adalah kuantitatif dengan metode survei. Populasi penelitian adalah seluruh pegawai Puskesmas Ulunoyo yang berjumlah 44 orang, dengan teknik pengambilan sampel jenuh (*saturated sampling*). Instrumen penelitian berupa kuesioner dengan skala Likert yang telah diuji validitas dan reliabilitasnya. Analisis data dilakukan menggunakan uji asumsi klasik dan analisis regresi linier berganda melalui program SPSS.

Hasil penelitian menunjukkan bahwa: (1) *service leadership* berpengaruh positif dan signifikan terhadap retensi pegawai; (2) *coworker support* berpengaruh positif dan signifikan terhadap retensi pegawai; dan (3) *service leadership* dan *coworker support* secara simultan berpengaruh signifikan terhadap retensi pegawai. Hal ini membuktikan bahwa gaya kepemimpinan yang melayani dan dukungan antar rekan kerja berperan penting dalam meningkatkan loyalitas serta mengurangi niat pegawai untuk mengundurkan diri.

Implikasi dari penelitian ini adalah pentingnya penerapan gaya kepemimpinan berbasis pelayanan serta penguatan dukungan sosial antar rekan kerja di lingkungan Puskesmas. Dengan demikian, manajemen sumber daya manusia di Puskesmas Ulunoyo diharapkan mampu meningkatkan retensi pegawai, yang pada akhirnya berdampak pada kualitas pelayanan kesehatan bagi masyarakat.

Kata kunci: *Service Leadership*, *Coworker Support*, Retensi Pegawai, Puskesmas

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This study aims to analyze the influence of service leadership and coworker support on employee retention at Ulunoyo Community Health Center (Puskesmas), South Nias Regency. The background of this research is based on the high turnover rate of employees in the past three years, which has negatively affected the effectiveness of health services. Two important factors presumed to play a crucial role in improving employee retention are service-oriented leadership and coworker support.

This research employed a quantitative approach with a survey method. The population consisted of all 44 employees at Puskesmas Ulunoyo, and sampling was carried out using a saturated sampling technique. The research instrument was a questionnaire with a Likert scale, which had been tested for validity and reliability. Data analysis was conducted through classical assumption tests and multiple linear regression analysis using SPSS software.

The findings reveal that: (1) service leadership has a positive and significant effect on employee retention; (2) coworker support has a positive and significant effect on employee retention; and (3) service leadership and coworker support simultaneously have a significant effect on employee retention. These results confirm that service-oriented leadership and strong coworker support play an essential role in enhancing employee loyalty and reducing turnover intention.

The implication of this research highlights the importance of applying service leadership practices and strengthening social support among coworkers in the workplace. Therefore, effective human resource management at Puskesmas Ulunoyo is expected to improve employee retention, which in turn will enhance the quality of health services delivered to the community.

Keywords: *Service Leadership, Coworker Support, Employee Retention, Community Health Center*