

**PENGARUH SERVANT LEADERSHIP TERHADAP ENGAGEMENT
ANGGOTA
(STUDI KASUS GP ANSOR PAC GUMELAR)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh servant leadership terhadap engagement anggota GP Ansor PAC Gumelar. Latar belakang penelitian ini didasarkan pada masih rendahnya tingkat keaktifan anggota dalam berbagai kegiatan organisasi yang mengindikasikan adanya permasalahan pada tingkat engagement anggota. Servant leadership dipandang sebagai gaya kepemimpinan yang berorientasi pada pelayanan, pemberdayaan, dan pengembangan anggota sehingga diharapkan mampu meningkatkan keterlibatan anggota dalam organisasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian adalah seluruh anggota GP Ansor PAC Gumelar yang memiliki Kartu Tanda Anggota (KTA) sebanyak 150 orang. Sampel penelitian berjumlah 121 responden yang dipilih menggunakan teknik simple random sampling. Pengumpulan data dilakukan melalui kuesioner dengan skala Likert. Analisis data meliputi uji instrumen, uji asumsi klasik, dan analisis regresi linier sederhana. Hasil penelitian menunjukkan bahwa servant leadership berpengaruh positif dan signifikan terhadap engagement anggota GP Ansor PAC Gumelar. Hasil uji t menunjukkan nilai t hitung sebesar 4,536 dengan tingkat signifikansi 0,000 ($< 0,05$), sehingga hipotesis penelitian diterima. Nilai koefisien determinasi (R^2) sebesar 0,550 menunjukkan bahwa servant leadership mampu menjelaskan variasi engagement anggota sebesar 55%, sedangkan sisanya sebesar 45% dipengaruhi oleh faktor lain di luar penelitian. Berdasarkan hasil penelitian dapat disimpulkan bahwa semakin baik penerapan servant leadership oleh pemimpin organisasi, maka semakin tinggi pula tingkat engagement anggota GP Ansor PAC Gumelar. Oleh karena itu, penguatan kepemimpinan yang berorientasi pada pelayanan, pemberdayaan, dan pengembangan anggota perlu terus ditingkatkan guna mendukung keberlangsungan dan kemajuan organisasi.

Kata kunci: Servant Leadership, Engagement Anggota, Organisasi Kepemusaan, GP Ansor.

**THE INFLUENCE OF SERVANT LEADERSHIP ON EMPLOYEE
ENGAGEMENT
(A CASE STUDY OG GP ANSOR PAS GUMELAR)**

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ABSTRACT

This study aims to examine the influence of servant leadership on the engagement of members of GP Ansor PAC Gumelar. The background of this research is based on the varying levels of member participation in organizational activities, indicating the need to strengthen member engagement. Servant leadership, which emphasizes serving, empowering, and developing members, is considered an important leadership approach to foster higher engagement within the organization. This research employed a quantitative approach using a survey method. The population consisted of all GP Ansor PAC Gumelar members holding a valid membership card (KTA), totaling 150 members. A sample of 121 respondents was selected using a simple random sampling technique. Data were collected through questionnaires measured on a Likert scale. The data analysis included instrument testing, classical assumption testing, and simple linear regression analysis. The results indicate that servant leadership has a positive and significant influence on member engagement in GP Ansor PAC Gumelar. The t-test results show a t-value of 4.536 with a significance level of 0.000 (< 0.05), indicating that the proposed hypothesis is accepted. Furthermore, the coefficient of determination (R^2) is 0.550, which means that servant leadership explains 55% of the variation in member engagement, while the remaining 45% is influenced by other factors not examined in this study. In conclusion, the better the implementation of servant leadership within the organization, the higher the level of member engagement. Therefore, strengthening leadership practices that prioritize service, empowerment, and member development is essential to enhance participation, commitment, and organizational sustainability within GP Ansor PAC Gumelar.

Keywords: *Servant Leadership, Employee Engagement, Organizational, GP Ansor.*