

ABSTRAK

Kepemimpinan islam memberikan prospek yang cerah bagi kelangsungan hidup manusia di Era Globalisasi sekarang ini yang sarat dengan krisis kepemimpinannya dan dekadensi moral akibat ulah-ulah para penguasa yang tidak bertanggung jawab. Meningkatkan *emotional bonding* (ikatan emosional) karyawan dengan organisasi sangat penting. Ikatan emosional ini akan menciptakan semangat untuk mengabdi, mencerahkan segala sumber dayanya untuk kemajuan organisasi (Auh et al., 2007). Rumusan permasalahan penelitian ini adalah 1) *Bagaimana pengaruh kepuasan kaffah terhadap islamic emotional bonding ?.* 2) *Bagaimana pengaruh islamic leadership terhadap kepuasan kaffah ?.* 3) *Bagaimana Pengaruh islamic leasership terhadap islmaic emotional bonding ?.* 4) *bagaimana pengaruh komunikasi tabayyun terhadap kepuasan kaffah ?.* 5) *Bagaimana pengaruh kimunikasi tabayyun terhadap islamic emotional bonding ?.* 6) *Bagaimana pengaruh Islamic emotional bonding terhadap kinerja pemasaran internal ?.* Metode penelitian yang digunakan deskriptif kuantitatif, populasi penelitian adalah 5 Sekolah Islam di Kabupaten Demak dan sampel yang digunakan *proportional random sampling*.

Hasil penelitian adalah Semakin tinggi *kepuasan kaffah*, semakin kuat *Islamic emotional bonding* karyawan dengan organisasi, Semakin tinggi *Islamic Leadership* , semakin tinggi *kepuasan Kaffah* karyawan dengan organisasi, Semakin tinggi *Islamic Leadership* , semakin kuat *Islamic emotional Bonding* karyawan dengan organisasi, Semakin baik *komunikasi Tabayyun* , semakin kuat *Islamic emotional bonding* karyawandengan organisasi, Semakin baik *komunikasi Tabayyun*, semakin kuat *Kepuasan Kaffah* karyawan dengan organisasi, dan Semakin baik *Emotional Bonding* semakin kuat *Kinerja Pemasaran Internal* dengan organisasi.

Kinerja pemasaran internal pada 5 (lima) Sekolah Islma di Kabupaten Demak dapat dioptimalkan melalui peningkatan *Kepuassan kaffah, islamic emotional bonding, islamic leadership, dan komunikasi tabayyun.*

Kata Kunci : Kinerja Pemasaran Internal, *Kepuassan kaffah, islamic emotional bonding, islamic leadership, dan komunikasi tabayyun.*

ABSTRACT

Islamic leadership provides a bright prospect for human survival in the current era of globalization laden with leadership crises and moral decadence caused by irresponsible rulers. Improving emotional bonding (the emotional bonding of employees) with the organization is crucial. This emotional bond will create a passion for serving, devoting all of its resources to the progress of the organization (Auh et al., 2007) The formulation of this research problem are : 1) How is the influence of kaffah satisfaction on islamic emotional bonding ? 2) How is the influence of Islamic leadership on kaffah satisfaction ? 3) How Islamic Leadership Effect on Islmaic Emotional Bonding? 4) how influence tabayyun communication to kaffah satisfaction ?. 5) How is the influence of tabayyun communication against islamic emotional bonding? 6) How does Islamic emotional bonding influence on internal marketing performance?. The research method used is descriptive quantitative, the study population are fifth Islamic School in Demak District City and the sample used proportional random sampling.

The result of this research The higher the satisfaction of kaffah, the stronger the Islamic emotional bonding of employees with the organization, The higher the Islamic Leadership, the higher the satisfaction Kaffah employees with the organization, The higher Islamic Leadership, the stronger Islamic emotional Bonding employees with the organization, The better communication Tabayyun, the stronger Islamic emotional bonding work with organizations, The better communication Tabayyun, the stronger the Satisfaction of Kaffah employees with the organization, and The better the Emotional Bonding the stronger the Performance of Internal Marketing with the organization.

Internal marketing performance at 5 (five) Islamic Schools in Demak Regency can be optimized through Kaffah, Islamic islamic emotional bonding, Islamic leadership, and tabayyun

Key words : *Internal Marketing Performance, Kaffah Satisfaction, Islamic emotional bonding, Islamic leadership, and tabayyun communication.*