

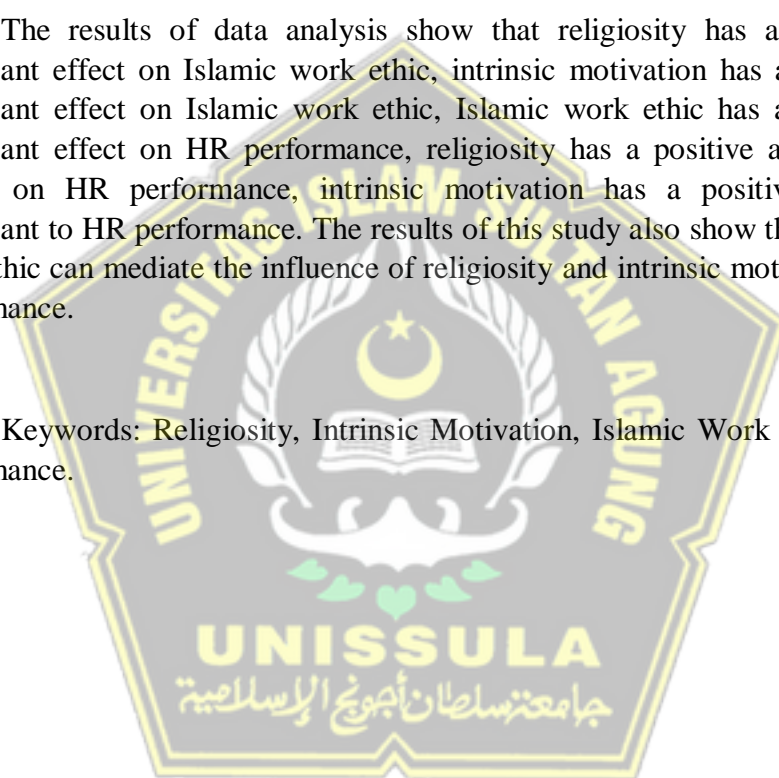
ABSTRACT

The purpose of this study was to analyze the performance improvement of human resources through the approach of religiosity, intrinsic motivation and Islamic work ethic within the Demak Regency Government, especially at the Department of Marine Affairs and Fisheries and the Department of Agriculture.

Methods This research is a quantitative research. This research can also be classified as explanatory research. The total population is 251, the result of the sample calculation is 154 employees. Methods of data collection using questionnaires and quantitative data analysis. data analysis method using Smart PLS software version 2.0.m3 which is run with computer media. The data is tested by validity and reliability tests, while the structural model is used to test causality.

The results of data analysis show that religiosity has a positive and significant effect on Islamic work ethic, intrinsic motivation has a positive and significant effect on Islamic work ethic, Islamic work ethic has a positive and significant effect on HR performance, religiosity has a positive and significant impact on HR performance, intrinsic motivation has a positive effect and significant to HR performance. The results of this study also show that the Islamic work ethic can mediate the influence of religiosity and intrinsic motivation on HR performance.

Keywords: Religiosity, Intrinsic Motivation, Islamic Work Ethic and HR performance.



ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis peningkatan kinerja sumber daya manusia melalui pendekatan religiusitas, motivasi intrinsik dan etos kerja islam di lingkungan Pemerintah Kabupaten Demak khususnya pada Dinas Kelautan dan Perikanan dan Dinas Pertanian.

Metode Penelitian ini merupakan penelitian kuantitatif. Penelitian ini juga dapat digolongkan sebagai penelitian eksplanatori. Jumlah populasi 251, hasil perhitungan sampel berjumlah 154 pegawai. Metode pengumpulan data menggunakan kuesioner dan analisis data kuantitatif. Metode analisis data dengan menggunakan software Smart PLS versi 2.0.m3 yang dijalankan dengan media komputer Data diuji dengan uji validitas dan reabilitas, sedangkan model struktural digunakan untuk uji kausalitas.

Hasil analisis data menunjukkan bahwa religiusitas berpengaruh positif dan signifikan terhadap Etos Kerja Islami, motivasi intrinsik berpengaruh positif dan signifikan terhadap Etos Kerja Islami, Etos Kerja Islami berpengaruh positif dan signifikan terhadap kinerja SDM, religiusitas berpengaruh positif dan signifikan terhadap kinerja SDM, motivasi intrinsik berpengaruh positif dan signifikan terhadap kinerja SDM. Hasil penelitian ini juga menunjukkan bahwa Etos Kerja Islami dapat memediasi pengaruh Religiusitas dan motivasi intrinsik terhadap kinerja SDM.

Kata Kunci : Religiusitas, Motivasi Intrinsik, Etos Kerja Islami dan kinerja SDM.

