

ABSTRAK

PENGARUH DUKUNGAN PIMPINAN DAN AUDIT OPERASIONAL TERHADAP KINERJA BAGIAN PEMASARAN

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Penelitian ini bertujuan untuk mengetahui (1) dukungan pimpinan, audit operasional, kinerja bagian pemasaran pada Perusahaan Asuransi yang ada di Tasikmalaya pada Perusahaan Asuransi yang ada di Tasikmalaya. (2) pengaruh dukungan pimpinan dan audit operasional secara simultan terhadap kinerja bagian pemasaran pada perusahaan asuransi yang ada di Tasikmalaya, (3) pengaruh dukungan pimpinan secara parsial terhadap kinerja bagian pemasaran pada perusahaan asuransi yang ada di Tasikmalaya, (4) mengetahui pengaruh audit operasional secara parsial terhadap kinerja bagian pemasaran pada perusahaan asuransi yang ada di Tasikmalaya. Alat analisis yang digunakan adalah analisis jalur (path analysis) dengan skala pengukuran interval. Hasil penelitian menunjukkan bahwa: (1) Dukungan pimpinan berhubungan tidak signifikan terhadap audit operasional pada Perusahaan Asuransi Kota Tasikmalaya, (2) Dukungan pimpinan berpengaruh signifikan terhadap kinerja bagian pemasaran pada Perusahaan Asuransi Kota Tasikmalaya, (3) Audit operasional berpengaruh signifikan terhadap kinerja bagian pemasaran di Perusahaan Asuransi Kota Tasikmalaya, (4) Dukungan pimpinan dan audit operasional berpengaruh signifikan terhadap kinerja bagian pemasaran di Perusahaan Asuransi Kota Tasikmalaya.

Kata Kunci : Dukungan Pimpinan, audit operasional, kinerja bagian pemasaran

ABSTRACT
**EFFECT OF SUPPORT ON LEADERSHIP AND OPERATIONAL
PERFORMANCE AUDIT OF MARKETING**

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This study aims to determine (1) support the leadership, operational audits, performance marketing section on Insurance Company in Tasikmalaya in Insurance Companies in Tasikmalaya. (2) the influence of leadership support and operational audits simultaneously on the performance of the marketing department at an insurance company that is in Tasikmalaya, (3) the partial effect of leadership support on the performance of the marketing department at an insurance company that is in Tasikmalaya, (4) the effect of the operational audit partially on the performance of the marketing department at an insurance company that is in Tasikmalaya. The analytical tool used was path analysis (path analysis) to interval measurement scale. The results showed that: (1) Support the leadership was not significantly related to operational auditing in Tasikmalaya City Insurance Company, (2) Support the leadership have a significant effect on the performance of the marketing department at Tasikmalaya City Insurance Company, (3) operational audits significantly influence the performance of the marketing department in Tasikmalaya City Insurance Company, (4) Support the leadership and operational audits significantly influence the performance of the marketing department at Tasikmalaya City Insurance Company.

Keywords: Support leadership, operational audits, the performance of the marketing department