

EXECUTIVE SUMMARY

ANALYSIS THE EFFECT OF ETHICAL LEADERSHIP, ORGANIZATIONAL COMMITMENT TOWARD 3 STAR HOTEL IN BATAM CITY

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Tourism is one of the sector that helps economic progress in a region area as parts of the tourism sector such as natural resources, arts and culture. In Indonesia, tourism ranks third in the issue of foreign exchange earnings after gas and oil palm. Based on data in 2016, as many as 11,525,963 million foreign tourists came to Indonesia. On Batam Island, the number of tourists who come to visit is very high, the number of tourists who come to visit Batam reaches 1,433,955 people in 2015 according to a report in BPS (2019), tourists who come not only for vacation but also for business or education Batam itself is also a tourist destination because of its location close to Singapore and Malaysia so tourists can stop by.

The 3 star hotels that the researchers use as a research included 89Hotels, Batam City Hotels, Da Vienna Hotels, Eska Hotels, Gideon Hotels, Planet Holiday, and Swissbell Hotels.

Therefore the theory can be concluded from the above research that Ethical Leadership as an independent variable is then Organizational Commitment as a variable intervening and Job Satisfaction as a dependent variable.

Key words: tourism, 3 star hotel, job satisfaction, organizational commitment, ethical leadership