

ABSTRACT

This study aims to explore the managerial performance within Hotel Grandhika Pemuda Semarang (HGPS) by analyzing how transformational leadership influences dedication as part of employee engagement, with professionalism and affective commitment serve as mediating factors. The research, which involved 55 employees including the managers and staff of HGPS, adopted a quantitative approach and utilized a Google Form questionnaire for data collection. Hypothesis testing employed a Structural Equation Model (SEM) based on Partial Least Square (PLS) edition 3. The study's results reveal a direct positive and significant correlation between transformational leadership and dedication. Additionally, professionalism and affective commitment exhibit significant positive as a mediating effects on dedication. This suggests that The general manager is advised to continuously enhance the application of transformational leadership within their team by implementing motivation and inspiring individuals around them by providing meaning and challenges in their work. This approach ensures that employees demonstrate maximum dedication, reflected in their enthusiastic and optimistic demeanor towards work. Also, the management of Hotel Grandhika Pemuda Semarang can enhance the value of their human resources to possess superior professionalism within the hotel in their respective roles, thus increasing dedication. One way to enhance professionalism is through comprehensive training, both related to specific roles (professions) and employee psychology. In addition, To enhance affective commitment, the management of Hotel Grandhika Pemuda Semarang, through transformational leadership, needs to provide support to their employees regardless of their managerial positions and adopt a new approach to make employee engagement the focal point of their organization. In this study, corporate leaders demonstrating concern for perceived affective commitment can instill a sense of obligation among employees, resulting in higher levels of dedication. Organizations are advised to create programs that address the needs and concerns of employees (such as focus groups, surveys, and suggestion programs) and also demonstrate care and support (such as regular meetings and flexible work arrangements).

Keywords: Transformational leadership, professionalism, affective commitment, and dedication