

ABSTRACT

The development of sharia hotels has increased from year to year, due to the development of people's mindsets about sharia principles that make life safe and calm. With the existence of sharia hotels in Pemalang Regency, the economy will increase. The progress of the hotel cannot be separated from the performance of its employees, so develop employee performance there are several factors including work motivation, Islamic leadership, and organizational culture. Each of these three factors has a different priority level in an effort to develop employee performance.

This study aims to identify the most important factors in employee performance at the Grand Royal Hotel Syariah Pemalang Regency according to work motivation, Islamic leadership, and organizational culture, using the Analytical Hierarchy Process (AHP) method using Microsoft Excel 2010 application. The population in this study was 16 employees. Hotel Syariah Grand Royal Pemalang Regency. The results of the study show that the factors that have the most important influence in effort to improve employee performance the Grand Royal Pemalang Syariah Hotel.

Work motivation is the most priority factor in employee performance at Grand Royal Pemalang Syariah Hotel, the second priority is Islamic leadership and the last priority is organizational culture.

Keywords: Syariah Hotel, Analytical Hierarchy Process (AHP), Employee Performance, Work Motivation, Islamic Leadership, Organizational Culture