

Determination of Spiritual Discipline, Motivation, Protocol Services, Ethical, Communication, Noble Morals through Work towards Effectiveness in Public Relations, Protocol of the Government of Riau Islands Province

Aludin Andi, Chablullah Wibisono*, Supardi, Jogie Suaduon and
Andika Prasetya Nugraha

Abstract--- A series of activities constitute a protocol in a government setting and office as the hierarchy demands that senior officials are respected and followed, within and outside office settings. A survey method was adopted for research to determine the factors that affect the personnel performance. The population constituted of 151 individuals who is the guest roommate visiting the Governor's office. Data analysis is conducted through SEM with AMOS as the platform and SPSS for descriptive analysis of the data. The results of the study show that spiritual motivation effect on effectiveness is not significant but positive, effect of discipline on effectiveness is not significant yet positive, value of effectiveness effect on communication is significant and positive, effect of amount of effectiveness on ethics is significant and positive, moral noble effect on effectiveness is significant and positive, spiritual motivation determines protocol service, communication determines protocol service, ethics determine protocol service, moral noble determines protocol service and work effectiveness determines protocol service. It is concluded that protocol demand to look diligent and alert adds to the obligation owned by the contract.

Keywords--- Spiritual Motivation, Discipline, Communication, Ethics, Noble Morals, Work Effectiveness, Protocol Services.

I. INTRODUCTION

The main problems of public service are related to improving the quality of the service itself. A quality service depends on various aspects, namely how the pattern of implementation (governance), support of human resources, and institutional. Related to the above problems and is based on the background of these problems, the researchers draw a title of "Determination of Spiritual Motivation, Discipline, Protocol Services, Ethical, Communication, Noble Morals through Work towards Effectiveness in Public Relations, Protocol of the Government of Riau Islands Province.

1.1 Research Purposes

With respect to this examination is as per the following:

Aludin Andia, Faculty of Economics, University of Batam, Riau Islands, Indonesia. E-mail: andi_protokol@yahoo.co.id
Chablullah Wibisono*, Faculty of Economics, University of Batam, Riau Islands, Indonesia. E-mail: chablullah.wibisono@univbatam.ac.id
Supardi, Faculty of Economics, University of Batam, Riau Islands, Indonesia. E-mail: parmedian@gmail.com
Jogie Suaduon, Faculty of Economics, University of Batam, Riau Islands, Indonesia. E-mail: joe.jogie@gmail.com
Andika Prasetya Nugraha, Faculty of Economics, University of Batam, Riau Islands, Indonesia. E-mail: andikaprasetya.sem@gmail.com

1. Analyzing Spiritual Motivation as a determining factor of Work Effectiveness.
2. Analysis of Discipline as a determining factor of Work Effectiveness.
3. Analysis of Communications as a determining factor of the Work Effectiveness.
4. Analysis of Ethics as a determining factor of Work Effectiveness.
5. Analysis of Noble Morals' as a determining factor of Work Effectiveness.
6. Analysis of Spiritual Motivation as a determining factor of the Protocol Service.
7. Analysis of Discipline as a determining factor of the Protocol Service.
8. Analysis of Communications as a determining factor of Protocol the Services.
9. Analysis of Ethics as a determining factor of the Protocol Service.
10. Analysis of Noble Morals' as a determining factor of the Protocol Service.
11. Analysis of Effectiveness Services Working as a determining factor of the Protocol Service.

1.2 Benefits of Research

1) Theoretical Benefits

For science, this research is anticipated to enhance the field of science and a reference for HRD related to the specific discipline, Communication and Protocol Services and Ethics to Work Effectiveness.

2) Practical Advantages

The outcomes of this study will contribute to the development of theory and as an input to the Bureau of Public Relations, Protocol and Liaison Riau Islands Provincial Government as input for the organization's leadership to reform, making the policy of the Organization for progress,

II. LITERATURE REVIEW

2.1 Spiritual Motivation

"If you do not help him (Muhammad), then lo! Allah had helped him (that) when the infidels (polytheists of Mecca) take it out (of Mecca) he was one of two people when they were in the cave when he said to his friends: "Do not grieve, for Allah is with us." So Allah sent down His tranquility to (Muhammad) and reinforced him with troops you could not see, and God made the call for the disbelievers that low. And the word of Allah that high. Allah is Mighty, Wise. "(QS. At Tawbah: 40 in Ministry of Religious, 2016) (They are) Persons who have faith in and whose hearts have rest in the memory of Allah. Bear In Mind, only the memory of Allah do hearts find contentment. (QS. Ar Raad: 28 in Ministry of Religious, 2016) The concept of spiritual motivation by Chapra (2000) soul with raised by Max Weber develops that the western world not driven by the motive of the consumer value but by the rationale of the original benefit called the job code. Because Max Weber was a Protestant, the work ethic is Referred to as the Protestant ethic, that religious ethos (Nataatmadja, 2001). The philosophy of the religion in question is the spiritual ethos that has been advancing the economy in the western world, where economic progress is driven by the power of the Protestant religious motivation. (Frank, 2015: 123) Islam emphasized that the meaning of life is to obey Allah Meanwhile, motivation is the imperative aspect in giving meaning and Gave birth to human acts. In the Islamic notion , the role of inspiration is called with intent and worship. The plan is a crucial driver of man to do or do acts

of kindness , while prayer is the goal of human acts or deeds. Wibowo (2010: 379) argues that motivation is a sequence of procedures that produce (arouse), direct , and keep (maintain) human conduct about the attainment of objectives, while According to Wibisono (2015: 121) motivation is a term used to indicate the number of impulses, desire, needs, and strengths. Companies that are motivating to employees, it means that the company is doing something to give satisfaction to the motives, needs, and desires of the employee so that the employee will do something to be desired and objective.

2.2 Discipline

Labor discipline, in essence, is to raise awareness for its workers to perform tasks that have been imposed, in which the establishment does not happen automatically but must be established through formal and non-formal education, and motivation that exists in every employee should be developed. Thus increasing work discipline any employee who is supported by the expertise, wages, or a decent salary, then it will affect the activities of the agency itself. (Harlie, 2011: 861) Discipline is an action that encourages compliance management organization (Werther and Davis, 1996: 515). According to Mondy and Noe (2005: 451), self-control and discipline are organized employee behavior and indicate a true work team within an organization. It provides a penalty of disciplinary action on employees who fail to meet the standards. Any disciplinary action that effectively demonstrates employee behavior is wrong, not the employees as individuals. Any disciplinary action that is done incorrectly may damage both for the employees and the organization. Therefore, disciplinary action should not be done haphazardly. (Brahmasari, 2008: 241)

A discipline that was respecting, valuing, submissive, and obedient to the guidelines in power, both written and understood and able to run and do not veer off to receive measures if he breaches the obligation and mandate granted to him. Suwatno (2001: 228) From some of the above, we can know that the work discipline is imposed on regulations to employees to improve the attitude and moral values inherent to the individual in performing the tasks that have been given. (Dunggio, 2013: 526) Mathis and Jackson (2000: 314) state that self-restraint is a way of instruction to implement the regulations of the association. The purpose of the prevention of discipline is to raise awareness of employee policies and rules of the organization. Knowledge of disciplinary action can prevent the occurrence of the violation. The emphasis on the prevention of similar disciplines with an emphasis on accident prevention. Counseling by supervisors in the work unit can have a positive impact. Often people need to be made aware of a rule, and counseling can provide this awareness. Violations carry a heavier penalty than other offenses. (Brahmasari, 2008: 241) Sutrisno (2009) illustrates the importance of the discipline of work, and some of the benefits that can be felt like examples of employee discipline aim to improve efficiency as possible by preventing the wastage of time and energy. It also prevents damage to or loss of property, equipment, and supplies that are caused by a lack of caution and theft.

2.3 Communication

According to Veitzal Rival (2004: 350) the communication is defined as the process of information delivery or shipment to the recipient information. In this case, the recipient of the data must understand the content of the information received, on the contrary, if the recipient does not understand the information content of the information

provided by informants, means that effective communication does not occur, which in turn can lead to conflict. (Sriwidodo, 2010: 52) Communication within the organization becomes essential to establish a mutual awareness of the evidence presented to one another. Interaction can generate gratification for those who do, as divulged Dale Carnegie (2000), that the accomplishment of the company, social, personal, and hangs on a individual's capability to speak openly to others, what he performs, what he intends, and what he understood. (Sehfudin, 2009: 20) Communication is the relationship between and among humans contact both individuals and groups. In everyday life, we realize it, or not; the connection is part of human life itself. Humans, since birth, have been communicating with the environment Widjaja (2008).

Luthans in Afton Sutanto (2002: 124) describes the communication is one of the elements that impact the performance of employees. Communication can affect employee performance through better supervision where supervisors communicate with employees, provide guidance and technical assistance to employees. According to Malay SP. Hasibuan (2002: 185) employees' benefits are mutual compensation/benefits given the discretion of aiming to maintain and improve the mental and physical condition of employees to increase performance and productivity of its work. (Sriwidodo, 2010: 49) According to Ruslan (2008) that communication is an essential tool in the public relations function. Open shade and appreciate an excellent performance in communication activities effectively and at the same time, excellent performance to attract public attention as well as other essential purposes of the public relations function. According to Suprpto (2011), communication is a process of interaction between human beings that has meaning. On the basis of the quotes above, the deliberation can be concluded interaction activities conducted from one person to another, which will create equality of essence and achieved one goal. The communication process, according to Komala (2009), is a communication process that occurs when humans interact in communication activities, delivering messages to realize the communication motif. Suprpto (2011) cites Joseph A. DeVito (1996) argued that the communication is a transaction, the transaction meant that communication is a process in which the components are interrelated and that the communicator act and react as a whole and the overall.

2.4 Ethics

Ethics is generally defined as a systematic effort by using the ratio to interpret the individual and social, moral experience so, can set rules to control human behavior and values are weighted to be used as targets in life. (Simorangkir in Faqih, 2011: 36) In general ethical values is defined as behavior or rules of conduct that are accepted and used by a particular group or individual (Sukamto in Sari, 2011: 25) Ethics is a set of values about good, bad, right and wrong based on the principles of morality, especially in the behavior and actions. So that Ethics is one of the essential factors for the creation of the human condition better. According to Imam Ghozali in his Ihya 'Ulumuddin defines ethics as the nature of which remains in the soul, of which it arose acts quickly and does not require thought. (Hasan Faqih, 2011: 38) Referring to the profession in general classification, the one characteristic that distinguishes businesses there are professional ethics, which serve as the standard work for its members (Ariyanto in Sari, 2011: 39). Ethics is a tool used to assess (measure) is good or bad an action that a person, because of the mind (rational). (Faqih, 2011: 38) Ethics is a branch of philosophy of looking for bad human behavior. Ethics were to look, act Which a good man. Ethics related to all science related to human and community such as anthropology, psychology, sociology, economics, political science, and legal studies.

2.5 Noble Moral

A noble character is a nature of which is engraved in the human soul, from which is born the works efficiently without thinking and pondering in advance. If the embedded kind of it is born excellent and praiseworthy according to the ratio and the law, it is called the nature of a good character. Good moral or noble morals certainly do not conflict with religious rules, customs, and regulations accepted by society. The noble characters can be defined as a sense of responsibility for everything that has been said or done, willingness to undertake study, respecting reasonable push to investigate and reflect, choose truth and goodness, give advice, be patient, and do good. There are still a lot of noble characters who can be implemented but are all the actions and behaviors that can raise the dignity as a human being glorified. The noble characters can be embedded in every person who has got the learning from the family and community environment that supports the creation of gentle characteristics. (Raharjo, 2010: 233).

Teaching morality is very important in bringing the progress and civilization of people. The main agenda for most Islamic countries, including the Malaysian education field, is that the Islamic education system can enrich the Malay Muslim identity. It is recognized that Islamic Education is the most relevant forum for achieving and realizing this due to the complete system of moral teachings in the education system, which is regularly able to produce high and knowledgeable people who can keep their identity as a Malay Moslem. The character has spiritual and ethical values that result in a steady alignment of the physical, mental, emotional, and intellectual. For Muslim students, they are brought up with moral values that continued with the Islamic Education subject. However, these efforts need to be done earnestly, and it requires commitment from many parties. Along with with that, it is expected that the efforts to form through moral teachings which can give birth to people who believe in the life-quality and are brilliant in the world and the hereafter. This is not only to benefit themselves but also to society and the state (Mat Tuah, 2012: 23)

2.6 Work Effectiveness

Effectiveness (effectiveness) generally means doing things right; efficiency is defined precisely related to the election of something to achieve the desired goals. The term is often used in the environmental effects of the organization or company, which is to describe the appropriateness of the selected target companies. The effectiveness can be seen in the benefit or advantage of something that is chosen for the interests of the organization or company. Robbins (1990: 49) in Chairumam (2002: 10) defines the effectiveness of the organization as a level to be able to realize its objectives. Meanwhile, according to Handoko, (1997) in Zuliyanti (2005: 26), The efficacy of the work comprises of expressions and job efficiency. Efficiency is the capacity to choose the objective or the correct equipment for the accomplishment of the purposes set (Yudhaningsih, 2011: 41)

Energy is also often used to measure the success achieved by organizations or companies associated with the programs planned management of an organization or company is successful if the targets or goals set doable and provide usefulness to the company. The size of the effectiveness can be assessed by comparing the achievement of the objectives of an activity carried out and not on the costs incurred to implement these activities (Denim in Nopita, 2015).

2.7 Services Protocol

In principle, the service protocol cannot be separated from public relations activities, especially in the government, it can be seen that the public relations activities running the protocol adrift with event activities internally in the external field of organizational or social, for some agencies, the division protocol already many of which are independent (standalone / not combined with other divisions such as PR or law). There is a high correlation between the image formation institutions with the protocol activity. Ordinances, regulations, and services that both organizations will form assumptions, thoughts, and an excellent reflection of how the agency works that will generate a positive image and reputation of the external public. One protocol activities in government agencies are running the service function (serve) good, how to help the organization, and provide the best service for colleague organizations to get a positive outlook that forms a positive image. Quality service is undoubtedly a necessary condition, especially in service protocol to give satisfaction to the guests who get the service protocol, Tjiptono (in Prasetyo, 2012: 2) reveals that the quality has a close relationship with the customer satisfaction. Companies that high client contentment levels deliver a high level of client service, as well. Value of service is one of openness and the actuality of the services presented by the business. Excellence of service should be launched from the demands of consumers and come to an end on client awareness (Kotler, 1997) in Wisnalmawati (2005: 156). This means that sound quality is not dependent on the knowledge of the provision of services but instead depends on customer perception. (Hardiyati, 2010: 10)

2.8 Conceptual Framework

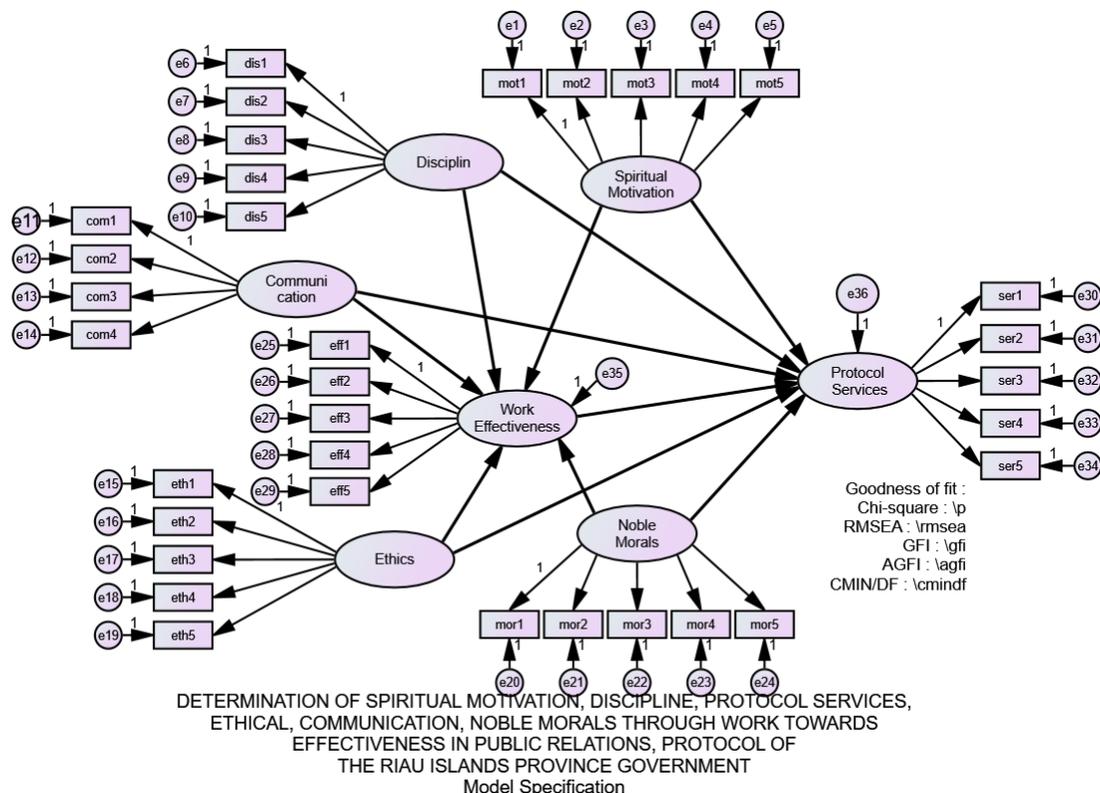


Figure 1: Research Model

2.9 Hypothesis

From the articulation of the problem detected with the proposed theory, conceptual model of exploration can be formed with hypothesis, as follows:

1. Spiritual motivation as determining factor to Work Effectiveness.
2. Discipline as a determining factor to Work Effectiveness.
3. Communication as a determining factor to Effectiveness
4. Work ethics as a determining factor of the Effectiveness
5. Noble Moral as a determining factor of the Effectiveness
6. Spiritual motivation as a determining factor of the Protocol Service.
7. Discipline as a determining factor of the Protocol Service.
8. Communication as a determining factor of the Protocol Service.
9. Ethics as a determining factor of the Protocol Service.
10. Noble Moral as a determining factor of the Protocol Service
11. Work effectiveness as a determining factor of the Protocol Service.

III. METHODOLOGY

3.1 Population

The populace is an assortment of the entire article to be estimated in the exploration (Cooper & Schindler, 2003). The individuals of this examination are that visitors are on a work excursion to Riau Islands commonplace government and get the convention administration of the Public Relations Bureau, Protocol, and Secretariat of Liaison of the Riau Islands Province, which numbers are 151 individuals. The information got are resolved dependent on the hypothesis that in the event that the populace is under 100, at that point it is smarter to be taken all, yet on the off chance that countless subjects or beyond what 100 can be made between 10-16% or 10-27% of the populace. The testing method utilized in the classification of non-likelihood examining (Black & Champion, 2001: 233; Cooper & Schindler, 2003). By the particular example, the qualities of the whole specialists, the examining non-likelihood method chose, are critical (purposive). This method is picked to guarantee that lone the examples that have certain components that have been set up by analysts will be taken as tests. (Dark & Champion, 2001). The investigation populace conceived is government workers echelons II and III, with the explanation that these representatives are the chiefs in the neighborhood legislature of Riau Islands Province, which underpins the usage of ahlaq respectable vision.

3.2 Sample

Tests are components chosen to speak to the populace in the investigation populace (Cooper & Schindler, 2003). In this investigation, the example size adjusted to the examination model utilized is SEM. In such manner, the example size for SEM utilizing the estimation model of Maximum Likelihood Estimation is 100-200 examples (Ghozali, 2004), or as much as 5-10 times the quantity of parameters to be evaluated. In this investigation, the quantity of respondents is 151 respondents by the Census strategy.

IV. RESULTS AND FINDINGS

As per the reason for the investigation to decide the assurance Spiritual Motivation, Discipline, Communications, Ethics, Noble Morals, Effectiveness Work, and Services Protocol, the information was dissected utilizing Structural Equation Modeling which is a lot of factual methods that permit testing of a progression of connections that are generally confused all the while. In light of the above picture, do the examination of the estimation model with parameter lambda, auxiliary model investigation, investigation of assurance, Goodness of Fit to impact Spiritual Motivation, Discipline, Communications, Ethics, Noble Morals, Effectiveness Work, and Services Protocol To rearrange the examination, the speculation made in the condition models SEM as pursues:

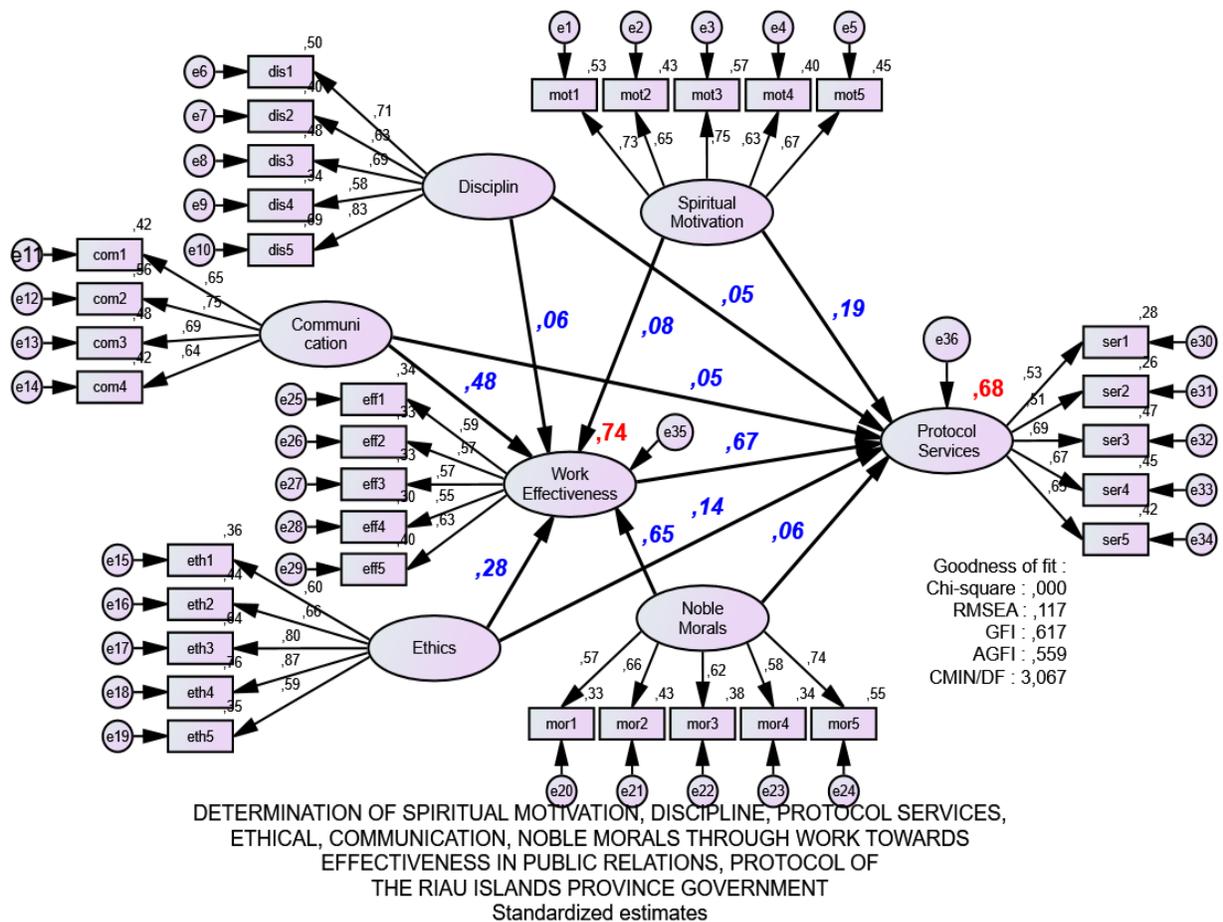


Figure 2: Conceptual Model Research

4.1 Testing Analysis Model Parameter Measurement with Lamda (λ_i)

To test parameter lambda, use a standardized value estimate (regression weight) as a loading factor. If the value of the standardized estimate (regression weight) (λ_i) > 0.50, CR > t table = 2.000, and Probability < α = 0.05, then the loading factor lambda parameters (λ_i). The indicator was significant (Ferdinand, Agusty, 2002: 97). This means that the indicators are valid. For testing purposes, lambda parameters are displayed following table containing the loading factor/lambda (λ_i), CR, Probability (P).

Table 1: Estimates (Group Number 1 - Default Model)

Regression Weights: (Group Number 1 - Default Model)

| | | | Estimate | S.E. | C.R. | P | Label |
|-----|------|-----|----------|------|-------|------|--------|
| EFF | <--- | MOR | ,528 | ,113 | 4,686 | *** | par_27 |
| EFF | <--- | DIS | ,043 | ,062 | ,693 | ,489 | par_35 |
| EFF | <--- | ETH | ,238 | ,076 | 3,140 | ,002 | par_36 |
| EFF | <--- | COM | ,364 | ,084 | 4,320 | *** | par_37 |
| EFF | <--- | MOT | ,057 | ,056 | 1,007 | ,314 | par_38 |
| SER | <--- | EFF | ,684 | ,311 | 2,202 | ,028 | par_28 |
| SER | <--- | MOT | ,135 | ,064 | 2,126 | ,033 | par_29 |
| SER | <--- | DIS | ,043 | ,065 | ,659 | ,510 | par_30 |
| SER | <--- | COM | ,042 | ,129 | ,323 | ,746 | par_31 |
| SER | <--- | ETH | ,118 | ,100 | 1,187 | ,235 | par_32 |
| SER | <--- | MOR | ,048 | ,176 | ,271 | ,786 | par_33 |

Table 2: Standardized Regression Weights: (Group number 1 - Default Model)

| | | | Estimate |
|-----|------|-----|----------|
| EFF | <--- | MOR | ,651 |
| EFF | <--- | DIS | ,055 |
| EFF | <--- | ETH | ,284 |
| EFF | <--- | COM | ,480 |
| EFF | <--- | MOT | ,082 |
| SER | <--- | EFF | ,672 |
| SER | <--- | MOT | ,192 |
| SER | <--- | DIS | ,054 |
| SER | <--- | COM | ,054 |
| SER | <--- | ETH | ,139 |
| SER | <--- | MOR | ,058 |

Table 3: Squared Multiple Correlations: (Group Number 1 - Default Model)

| | Estimate |
|-----|----------|
| EFF | ,744 |
| SER | ,680 |

4.2 Measurement Analysis of Determination

Measurement model is employed to ascertain the impact of exogenous variables on endogenous variables. This analysis used Square Multiple whose value respectively for Work Effectiveness to Services Protocol 68, 00%, as shown in the table above. According to Ferdinand (2006: 97), values Square Multiple Correlation to variable Square Multiple Correlation whose value respectively for Work Effectiveness $R^2 = 0.744$ identical to R^2 in SPSS. The magnitude of Determination is the value of Square Multiple Correlation to variable Effectiveness = $0.744 \times 100\% = 74.4\%$. For Services Protocol $R^2 = 0.680$, then the amount of determination = $0.680 \times 100\% = 68,0\%$. Thus, it can be stated that the services affected by the change Determinatives Spiritual Motivation, Discipline, Communications, Ethics, Noble Moral to Work Effectiveness amounted to 74,4%.

V. CONCLUSION

On the basis of the research and discussion that has been done in the preceding chapter, it can be inferred as follows:

- a) A direct yet non-significant effect is present which is positive between spiritual motivation and effectiveness with value 0,082. From the data analysis it shows the value of CR for Discipline Effectiveness 1,007 with a P value of 0, 314, Thus can be said that no significant value. This study proves the truth of verses of the Qur'an. "If you do not help him (Muhammad), then lo! Allah had helped him (that) when the infidels (polytheists of Mecca) take it out (of Mecca) he was one of two people when they were in the cave when he said to his friends: "Do not grieve, for Allah is with us." So Allah sent down His tranquility to (Muhammad) and reinforced him with troops you could not see, and God made the call for the disbelievers that low. And the word of Allah that high. Allah is Mighty, Wise. "(QS. At Tawbah: 40 in Ministry of Religious, 2016)
- b) A direct yet non-significant as well as positive effect is present between Discipline and effectiveness with value 0.055, from the data analysis it shows the value of CR for Discipline Effectiveness 0,693 with a P value of 0,489, Thus can be said that is not significant value. the findings of this study contradict the theory that discipline should affect work effectiveness, it is empirical that protocol officers always adjust to the leadership's tendency to change, so the protocol will follow the protocol schedule which is always dynamic
- c) A direct and significant effect is present which is positive between value of the Effectiveness and Communications 0,480, of data analysis it shows the value of CR on the Effectiveness of Communication available 4,320 with a P value of 0,000, thus, no significant value. This research is by the theory which states that good communication will be effective in carrying out protocol tasks so that a dense schedule of activities can be well communicated
- d) A direct and positively significant effect is present between value of the Effectiveness and Ethics 0.284, from the data analysis it shows the value of CR in the variable of the Effectiveness of Ethics 3,140 with a P value of 0,002, thus a significant value. Therefore, Hypothesis Ethics significantly determining factor on Work Effectiveness verified. This research is by the theory which states that good ethics will be effective in carrying out the duties of protocol tasks, so that standard rules of protocol activity can be carried out effectively
- e) A direct and positively significant effect is present between Moral Noble and Effectiveness with value 0.651; from the data analysis it shows the value of CR for Discipline Effectiveness 4,686 with a P value of 0,000. This research is by the vision of the Riau Islands Province "The realization of a just, prosperous and noble character of the Riau Islands"Noble character is the nature of which is engraved in the human soul, from which is born the works easily without thinking and pondering in advance. If the embedded nature of it is born good and praiseworthy according to the ratio and the law, it is called the nature of a good character. Good moral or noble morals certainly do not conflict with religious rules, customs, and laws accepted by society. The noble characters can be defined as a sense of responsibility for everything that has been said or done, willingness to undertake study, respecting reasonable push to investigate and reflect, choose truth and goodness, give advice, be patient, and do good.
- f) Spiritual motivation is a determining factor of the Protocol Service, significant and positive with value 0,192. Data analysis reveals the cost of CR for 2,126 with a P value of 0, 033. "If you do not help him (Muhammad), then lo! Allah had helped him (that) when the infidels (polytheists of Mecca) take it out (of

Mecca) he was one of two people when they were in the cave when he said to his friends: "Do not grieve, for Allah is with us." So Allah sent down His tranquility to (Muhammad) and reinforced him with troops you could not see, and God made the call for the disbelievers that low. And the word of Allah that high. Allah is Mighty, Wise. "(QS. At Tawbah: 40 in Ministry of Religious, 2016)

- g) Discipline is a determining factor of the Protocol Service, not significant decisive with value 0,054. From the data analysis it is understood CR value for 0,659 with a P value of 0, 510. This finding is not by the theoretical basis; this phenomenon occurs that what is meant by discipline in the protocol is a flexible dynamism in the application of the control of protocol services in government that tends to change according to the protocol schedule
- h) Communication is a determining factor of the Protocol Service. Significant as well as positive with value 0,054. From the data analysis it is understood CR value for 2,126 with a P value of 0, 033. The results of this study show the truth of the theory that communication is very influential in the success of government protocol services, whatever happens, must be built with effective and fast communication.
- i) Ethics is a determining factor of the Protocol Service, not significant decisive with value 0,139. From the data analysis it is understood CR value for 1,187 with a P value of 0, 235. Ethics here is meant that the rules that have been set tend to experience frequent changes, so that protocol officers have difficulty in adjusting changes in protocol changes in government.
- j) Great Moral is a determining factor of the Protocol Service, not significant as well as positive with value 0,058. From the data analysis it is understood CR value for 0, 271 with a P value of 0, 786. The findings of this study contradict the theory that was built, that noble morals should influence protocol performance, but the process of obtaining lofty morals is not yet entirely through religious means, it is still limited to religious doctrines, not fully integrated from the religious system (religious aqidah, worship and mua 'amallah).
- k) Work effectiveness is a determining factor of the Protocol Service, significant as well as positive with value 0,672. From the data analysis it is known CR value for 2,202 with a P value of 0, 028.

The findings of this research are in line with the theory that effectiveness in protocol services is necessary to provide the leadership pursuits in strategic governmental endeavors. The efficiency of service requires intelligence, expertise, psychomotor, tenacious, and patient.

5.1 Analysis Goodness of Fit

Based on test benchmarks, Chi-square (χ^2), Relative Chi-square (χ^2/ Df), RMSEA, GFI, AGFI, above and Goodness of Fit value Amos processing results as shown in the figure above, it can be prepared the following table.

Table 4: Evaluation of Goodness of Fit

| The goodness of Fit Index | Cut-of-Value | Results Model | Information |
|--------------------------------------|----------------|---------------|-------------|
| Chi-square (χ^2) | Small expected | 0,000 | Very good |
| Chi-square Relative (χ^2/ Df) | $\leq 3,00$ | 3,067 | Marginal |
| RMSEA | ≤ 0.08 | 0,117 | Not Good |
| GFI | ≥ 0.90 | 0,167 | Not Good |
| AGFI | ≥ 0.90 | 0,559 | Not Good |

Source: Research Findings, 2018

By paying attention to the cut-of-value and goodness of fit model results in the Table above shows seven standards are met, eight tests were used. The requirements are met the Chi-square (χ^2), Relative Chi-square (χ^2/ Df) RMSEA, GFI, TLI, AGFI. Because two of the five criteria are met the required standards, the models can be expressed as a good model (Solimun, 2002: 80 and Solimun, 2004: 71), the goodness of fit model is not good.

5.2 Suggestion

- a) Spiritual motivation has a direct non-significant and positive impact on effectiveness
- b) Discipline has a direct non-significant and positive impact on effectiveness
- c) Value of Effectiveness has a direct significant and positive impact on Communications
- d) Amount of the Effectiveness has a direct significant and positive influence on Ethics
- e) Moral Noble has a direct significant and positive impact on Effectiveness
- f) Spiritual motivation is a determining factor; positive and significant; of the Protocol Service
- g) Communication is a positive determining factor; significant; of the Protocol Service
- h) Ethics is a determining factor; non-significant yet positive; of the Protocol Service
- i) Noble Moral is a determining factor; non-significant yet positive; of the Protocol Service
- j) Work effectiveness is a determining factor; significant and positive; of the Protocol Service.

REFERENCES

- [1] Arianto, Dwi Agung Nugroho. (2013). Effect of Discipline, Work Environment and Work Culture Lecturer on Performance, *journal Economia*, Volume 9, Number 2, October 2013
- [2] _____ . 2015. Influence Communication Organization and Compensation Against Employee Morale Nahdlatul Ulama Islamic University Jepara, *Indonesia journal Economia*, Volume 11, Number 2, October 2015
- [3] Ariyanto, Dodik, and Teak, Ardani Mutia. (2012) Effect of Independence, competence, and sensitivity Work Productivity Professional Ethics against External Auditor (A Case Study auditor BPK Representative Bali Province). *Jurnal Akuntansi Fakultas Economics*, University of Udayana 2012
- [4] Aziz, Ardiwan, and Muchtar, Bustari. (2010). Effect of Organizational Communication and Motivation Work To Work Discipline Employees At the Regional Personnel Agency (BKD) Bukittinggi
- [5] Chapra U, (2000), Islam and Economic Development, Jakarta: Gema Insani Press.
- [6] Cooper and Schindler, (2013), Business Research Methods; 12th Edition. Publisher, McGraw-Hill.
- [7] Dewi, Yulia Rebiana, And Suratman, Bambang. 2014 Organizational Communication and Organizational Commitment Against Discipline relation Employee Work On Immigration Office Class II Blitar
- [8] Faqih, Moh. Nur. (2011) Effect of Communication and Islamic Work Ethics on Employee Performance KJKS BMT Fastabiq Pati. State Islamic Institute Walisongo, Semarang
- [9] Frank. Miller, J Gerald. Sidney, S Mara. (2015). Handbook Analisis Kebijakan Publik: Teori, Politik, Metode. Bandung: Nusa Media
- [10] Ghozali, Imam. (2004). Application of multivariate analysis with SPSS program, Semarang: Badan Penerbit Universitas Diponegoro.
- [11] Hidayat, Zainul, and Taufiq, Muchamad. (2012) Influence of Working Environment and Work Discipline and Work Motivation on Employee Performance Regional Water Company (PDAM) Lumajang Wiga Journal Vol. 2 No. 1, March 2012
- [12] Kartika, Hayu, And Hastuti, Tri. (2011). Analysis of Effect of Work Attitude and Obstacles 5s 5s Implementation Effectiveness against the Ministry of Scientific Production Company Sepatu. *Jurnal Definitely* Volume V Issue 1
- [13] Lubis, Endang. (2014). Role In Supporting Success Performance Protocol Head of General Administration Deli Serdang. Perspectives Volume 7 Number October 2, 2014
- [14] Lukman, Puput Islamitha. (2017). Analysis Code Execution Protocol Protocol on Public Relations Staff Mulawarman. *Journal University Communication Studies*, 5 (2) 2017

- [15] Mat Tuah, Abdul Hafiz; Stapa, Zakaria and Munawar Ahmad, (2012)Memperkasakan MalayMoslem Identity Menerusi Islamic Education in Teaching Moral, International Journal of Hadhari Special Edition (2012) 23-35, Islam Hadhari Institute of Universiti Kebangsaan Malaysia Press Publisher SMEs, SME Bangi Selangor, Malaysia, 43 600
- [16] Murti, Harry, and Srimulyani, Veronika Agustini. (2013) Effect of Motivation on Employee Performance with Pemediasi Variables Job Satisfaction at PDAM Madiun. *Management and Accounting Research Journal* Vol. 1 No. 1, February 2013
- [17] Ministry of Religious Affairs (2016) "Book Quran Tafsir" **Publisher Widya Light, Jakarta**
- [18] Mohyi, Achmad. (016.) Influence Professional Work Ethics And Social Orientation Performance Against National Pimpinan.Seminar And Held Products | Senaspro 2016
- [19] Nataatmadja H, (2001). Inteligencia Spiritual, Jakarta: Perenial Press.
- [20] Pathuloh, Aam. (2017). Effect of Policy Implementation Protocol of the Regional Head of the Coordination Protocol to Realize Effectiveness Tasks Regional Head of Protocol. *Public Journal* Vol. 11; No. 01; 2017
- [21] Rahmasari, Ida Ayu, And Suprayetno, Agus. (2008). Influence of Work Motivation, Leadership, and Organizational Culture on Employee Satisfaction and Its Impact On Firm Performance (Case Study at PT. Pei Hai International wiratama Indonesia).*Journal of Management and Entrepreneurship*, Vol.10, No. 2, September 2008
- [22] Raharjo, Sabar Budi (2010), Character Education as an Effort to Create Noble MoralCharacter Education as an Effort to Create Noble Moral, *Journal of Education and Culture*, Vol. 16, No. 3, Secretariat of the of National Research and Development, Jakarta
- [23] Rumengan, Jimmy, and Idham. (2015). *Qualitative Research Methods and Kuantitati*, Citapustaka Media, Medan
- [24] Sofyan, Diana Khairani. (2013). Influence of Working Environment Employee Work Performance against BAPPEDA. *Malikussaleh Industrial Engineering Journal* Vol.2 No.1
- [25] Sriwidodo, Untung, and Haryanto, Agus Budhi. (2010). Effect of Competency, Motivation, Communication, and Performance against Employee Welfare Department of Education.
- [26] Sudirman, Firmansyah. (2013). Giving Motivation In The Effort Improving the Effectiveness of Employee Work At Kuaro District Office of Science eJournal Paser Regency Government,
- [27] Suhendar, Deden (2015). The effectiveness of Service Excellence With the One-Stop, *Scientific Journal "Politeia" Al-Ghifari Fisip* Volume 14, Number 7, January 2015
- [28] Taurisa, Caterina Melina, and Ratnawati, Intan. (2012). Influence Analysis of Organizational Culture and Job Satisfaction Organizational Commitment Against In Improving Employee Performance (Study at PT. Sido Appears Kaligawe Semarang) *Journal of Business and Economics (JBE)*, September 2012
- [29] Widodo, Tri. (2010). Effect of Work Environment, Leadership Organizational Culture on Performance (Studies in the District Officer Sidorejo Salatiga). *Among Makarti*, Vol.3 5 July 2010
- [30] Wibowo. (2010). *Manajemen Kinerja*. Jakarta: Rajawali Press.
- [31] Wahyudi, Amin. (2012). Influence of Organizational Commitment and Islamic Work Ethics to Work Performance The Lecturer in Higher Education Institutions in Surakarta Base as Muqtasid Moderator.*Jurnal Variable* Volume 3 Number 1, July 2012
- [32] Wibisono, Chablullah. (2015). *Human Resource Management for Spiritual Motivation*, Prime Publishing. Field
- [33] _____.(2017). *Methods Based on Quantitative and Qualitative Research*, K-Media. Yogyakarta.