ABSTRACT

This study aimed to examine the effect of emotional quotient and spiritual quotient on business performance at pempek shop in the city of Palembang. The sample used in thus study were of 30 pempek shop in the city of Palembang by purposive sampling method. Hypothesis testing using Multiple Linear Regression Analysis using SPSS 22.0. The results of this test state that 1) Emotional quotient give positive impact on the business performance, 2) Spiritual Quotient give positive impact on the business performance, 3) Emotional quotient and spiritual quotient together give positive impact on the business performance . Based on the adjusted R Square value of 0.143 which means that 14.3% variable business performance can be explained by the variable emotional quotient and spiritual quotient, while the remaining 85.7% is influenced by other variable not examined in this study.

Keywords: Emotional Quotient, Spiritual Quotient, and Business Performance.