

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh budaya organisasi dan kepemimpinan transformasional terhadap kinerja karyawan dengan motivasi sebagai variabel mediasi pada PT. Sasa Inti Gending. Penelitian ini menggunakan pendekatan kuantitatif eksplanatori dengan populasi sebanyak 1.200 karyawan, dan jumlah sampel sebanyak 93 responden yang ditentukan dengan teknik proportionate stratified random sampling. Instrumen penelitian berupa kuesioner yang diukur menggunakan skala Likert. Analisis data dilakukan dengan metode Structural Equation Modeling (SEM) berbasis Partial Least Square (PLS) menggunakan software SmartPLS. Hasil penelitian menunjukkan bahwa budaya organisasi dan kepemimpinan transformasional berpengaruh positif dan signifikan terhadap motivasi kerja dan kinerja karyawan. Motivasi kerja juga berpengaruh positif dan signifikan terhadap kinerja karyawan serta memediasi pengaruh budaya organisasi dan kepemimpinan transformasional terhadap kinerja karyawan. Penelitian ini memberikan kontribusi terhadap pengembangan strategi manajemen sumber daya manusia untuk meningkatkan kinerja melalui penciptaan budaya organisasi yang kuat, gaya kepemimpinan yang inspiratif, serta peningkatan motivasi kerja.

Kata Kunci: Budaya Organisasi, Kepemimpinan Transformasional, Motivasi Kerja, Kinerja Karyawan, SEM-PLS, PT Sasa Inti.

Abstract

This study aims to analyze the influence of organizational culture and transformational leadership on employee performance with motivation as a mediating variable at PT. Sasa Inti Gending. The study employs an explanatory quantitative approach with a population of 1,200 employees and a sample size of 93 respondents selected using proportionate stratified random sampling. The research instrument used is a questionnaire measured by a Likert scale. Data analysis was conducted using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with SmartPLS software. The results indicate that organizational culture and transformational leadership have a positive and significant effect on work motivation and employee performance. Work motivation also has a positive and significant effect on employee performance and mediates the influence of both organizational culture and transformational leadership on performance. This research contributes to the development of human resource management strategies by enhancing performance through strong organizational culture, inspirational leadership, and improved employee motivation.

Keywords: *Organizational Culture, Transformational Leadership, Work Motivation, Employee Performance, SEM-PLS, PT Sasa Inti.*