

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh gaya kepemimpinan transformasional dan budaya organisasi terhadap motivasi kerja serta dampaknya terhadap kepuasan kerja dan kinerja karyawan BUMDes di Kabupaten Pamekasan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada pengelola dan karyawan BUMDes di Kabupaten Pamekasan. Teknik analisis data yang digunakan adalah *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Variabel yang diteliti meliputi gaya kepemimpinan transformasional, budaya organisasi, motivasi kerja, kepuasan kerja, dan kinerja karyawan. Hasil penelitian menunjukkan bahwa gaya kepemimpinan transformasional dan budaya organisasi berpengaruh positif terhadap motivasi kerja karyawan. Selain itu, budaya organisasi tidak berpengaruh positif terhadap kinerja karyawan. Motivasi kerja terbukti berpengaruh positif terhadap kepuasan kerja, sedangkan kepuasan kerja berpengaruh positif terhadap kinerja karyawan. Temuan ini menunjukkan bahwa penguatan kepemimpinan transformasional dan budaya organisasi yang positif dapat meningkatkan motivasi, kepuasan kerja, serta kinerja karyawan BUMDes. Penelitian ini diharapkan dapat menjadi bahan pertimbangan bagi pengelola BUMDes dan pemerintah daerah dalam meningkatkan kualitas sumber daya manusia dan efektivitas organisasi desa.

Kata Kunci: Gaya Kepemimpinan Transformasional, Budaya Organisasi, Motivasi Kerja, Kepuasan Kerja, Kinerja Karyawan

ABSTRACT

This study aims to analyze the influence of transformational leadership style and organizational culture on work motivation, as well as their impact on job satisfaction and the performance of BUMDes employees in Pamekasan Regency. This study employs a quantitative approach using a survey method, involving the distribution of questionnaires to BUMDes managers and employees in Pamekasan Regency. The data analysis technique used was Structural Equation Modeling-Partial Least Squares (SEM-PLS). The variables studied included transformational leadership style, organizational culture, work motivation, job satisfaction, and employee performance. The results showed that transformational leadership style and organizational culture have a positive effect on employee work motivation. Additionally, organizational culture does not have a positive effect on employee performance. Work motivation was found to have a positive effect on job satisfaction, while job satisfaction had a positive effect on employee performance. These findings suggest that strengthening transformational leadership and fostering a positive organizational culture can enhance motivation, job satisfaction, and the performance of BUMDes employees. This study is expected to serve as a basis for consideration by BUMDes managers and local governments in improving the quality of human resources and the effectiveness of village organizations.

Keywords: *Transformational Leadership, Organizational Culture, Work Motivation, Job Satisfaction, Employee Performance*