

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh secara langsung gaya kepemimpinan terhadap kinerja karyawan, pengaruh secara langsung kepuasan kerja terhadap kinerja karyawan, pengaruh langsung budaya organisasi terhadap kinerja karyawan, peran motivasi kerja dalam memediasi pengaruh gaya kepemimpinan terhadap kinerja karyawan, peran motivasi kerja dalam memediasi kepuasan kerja terhadap kinerja karyawan, serta peran motivasi kerja dalam memediasi pengaruh budaya organisasi terhadap kinerja karyawan di Strada cabang Jakarta Utara dan Timur. Sampel dalam penelitian ini adalah sebagian karyawan Strada cabang Jakarta Utara dan Timur sebanyak 165 karyawan. Teknik sampling yang digunakan adalah non-random sampling. Pengumpulan data dilakukan dengan penyebaran angket kepada karyawan di 16 sekolah Strada cabang Jakarta Utara dan Timur yang terdiri dari 3 TK, 8 SD, 4 SMP dan 1 SMK. Penelitian ini menggunakan pendekatan kuantitatif. Teknik analisis data yang digunakan dalam penelitian ini ialah PLS, dengan aplikasi Smart PLS-4. Hasil penelitian menunjukkan bahwa gaya kepemimpinan berpengaruh secara langsung terhadap kinerja karyawan; kepuasan kerja berpengaruh secara langsung terhadap kinerja karyawan; budaya organisasi berpengaruh secara langsung terhadap kinerja karyawan; motivasi kerja memediasi sebagian pengaruh gaya kepemimpinan terhadap kinerja karyawan; motivasi kerja memediasi sebagian pengaruh kepuasan kerja terhadap kinerja karyawan; dan motivasi kerja memediasi sebagian pengaruh budaya organisasi terhadap kinerja karyawan.

Kata kunci: Gaya Kepemimpinan, Kepuasan Kerja, Budaya Organisasi, Motivasi Kerja, Kinerja Karyawan.

ABSTRACT

This study aims to analyze the direct effect of leadership style on employee performance, the direct effect of job satisfaction on employee performance, the direct effect of organizational culture on employee performance, the role of work motivation in mediating the effect of leadership style on employee performance, the role of work motivation in mediating the effect of job satisfaction on employee performance, and the role of work motivation in mediating the effect of organizational culture on employee performance at the Strada branches in North and East Jakarta. The sample for this study consists of 165 employees from the Strada branches in North and East Jakarta. Non-random sampling was employed as the sampling technique. Data were collected through questionnaire distribution to employees across 16 Strada schools in the North and East Jakarta branches, comprising 3 kindergartens (TK), 8 elementary schools (SD), 4 junior high schools (SMP), and 1 vocational high school (SMK). This research adopts a quantitative approach. The data analysis technique used is Partial Least Squares (PLS) with SmartPLS-4 software. The results indicate that leadership style directly influences employee performance; job satisfaction directly influences employee performance; organizational culture directly influences employee performance; work motivation partially mediates the influence of leadership style on employee performance; work motivation partially mediates the influence of job satisfaction on employee performance; and work motivation partially mediates the influence of organizational culture on employee performance.

Keywords: Leadership style, job satisfaction, organizational culture, work motivation, employee performance.