

Abstract

This research aims to know and analyze the influence of Transformational leadership style, organizational culture and EGB to the performance of employees in the development of tourism in Muna District tourism office. This type of quantitative study with associative methods of exportation by using surveys with data types and sources is the primary data of secondary data, where primary data is obtained from questionnaires and interviews to the designated tourism and culture officers and secondary data acquired from the agencies and Service Officers related to the research using the SEM method with Software Partial Least Square (PLS) 3.2.8. Analysis of the matrix outer model and Inner Modeler using the technique Confirmatory Factor Analysis (CFA) testing is based on the value of cross loading with the measurement of construction and the value of the Average Variance Extracted. The research object is the Department of Tourism of South East Sulawesi, with a population and sample rate of 119 people. The results of the research show that the transformational leadership, organizational culture, and Employee Green Behavior (EGB) have an influence on the performance of employees in tourism development at the Muna district, Southeast Sulawesi province.

Keywords: development of tourism influenced by transformational leadership and organizational culture through Employee Green Behaviour (EGB) to employee performance.



Abstrak

Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengaruh gaya kepemimpinan transformasional, budaya organisasi dan EGB terhadap kinerja pegawai dalam pengembangan pariwisata di Dinas Pariwisata Kabupaten Muna. Jenis penelitian kuantitatif dengan metode penelitian eksplanasi asosiatif dengan menggunakan survei dengan jenis dan sumber data adalah data primer data sekunder, dimana data primer diperoleh dari kuesioner dan wawancara kepada pegawai Dinas Pariwisata dan Kebudayaan yang telah ditentukan dan data sekunder yang di peroleh dari instansi dan Dinas yang terkait dengan penelitian inidengan menggunakan metode SEM dengan Software *Partial Least Square* (PLS) 3.2.8. Analisis pegujian matriks *outer model* dan Inner model menggunakan teknik *Confirmatory Factor Analysis* (CFA) Pengujian ini didasarkan dari nilai *cross loading* dengan pengukuran konstruk dan nilai *Average Variance Extracted*. Objek penelitian adalah Dinas Pariwisata Kabupaten Muna Provinsi Sulawesi Tenggara, dengan tingkat populasi dan sample sebesar 119 orang. Hasil penelitian menunjukkan Kepemimpinan transfomasional, budaya Organisasi, dan Employee Green Behavior (EGB) mempunyai pengaruh terhadap kinerja pegawai dalam pengembangan pariwisata di Dinas Pariwisata kabupaten Muna, Provinsi Sulawesi Tenggara.



Kata kunci: Pengembangan pariwisata dipengaruhi oleh kepemimpinan transformasional dan budaya organisasi melalui *Employee Green Behaviour* (EGB) terhadap kinerja pegawai.

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