

## **ABSTRACT**

*This research analyzes the phenomena that occur to the decrease in employee performance result. To achieve the company's vision in its development requires employees who provide the best performance and contribute to building the company. This research aims to analyze the effect of leadership behavior and leadership communication on employee performance mediated by employee engagement at the Customer Relations and Administration Division of PT XYZ. This research uses a quantitative approach. The population in this research as many as 83 employees with the sampling technique used is a saturated sample so that all populations are used as respondents. The data analysis method used Structural Equation Model-Partial Least Square (SEM-PLS). The results of research show that leadership behavior has a positive but not significant effect on employee performance, as well as on employee engagement. Employee engagement does not mediate leadership behavior on employee performance. Leadership communication has a positive and significant effect on employee engagement, but has no significant effect on employee performance. Employee engagement has a positive and significant effect on employee performance, and succeeded in fully mediating leadership communication on employee performance.*

*Keywords: Leadership Behavior, Leadership Communication, Employee Employee Engagement and Performance.*



## ABSTRAK

Penelitian ini menganalisis fenomena yang terjadi terhadap penurunan hasil kinerja karyawan. Untuk mencapai visi perusahaan dalam pengembangannya memerlukan karyawan yang memberikan kinerja yang terbaik dan berkontribusi dalam membangun perusahaan. Penelitian ini bertujuan untuk menganalisis pengaruh *leadership behavior* dan *leadership communication* terhadap *employee performance* yang dimediasi oleh *employee engagement* pada Divisi *Customer Relation and Administration* PT XYZ. Penelitian ini menggunakan pendekatan kuantitatif. Populasi pada penelitian ini sebanyak 83 karyawan dengan teknik pengambilan sampel yang digunakan adalah sampel jenuh sehingga semua populasi dijadikan responden. Metode analisis data menggunakan *Structural Equation Model-Partial Least Square (SEM-PLS)*. Hasil penelitian ini menunjukkan bahwa *leadership behavior* berpengaruh positif namun tidak berpengaruh signifikan terhadap *employee performance*, begitu juga terhadap *employee engagement*. *employee engagement* tidak memediasi *leadership behavior* terhadap *employee performance*. *Leadership communication* berpengaruh positif dan signifikan terhadap *employee engagement*, namun tidak berpengaruh signifikan terhadap *employee performance*. *Employee engagement* berpengaruh positif dan signifikan terhadap *employee performance*, dan berhasil memediasi secara penuh *leadership communication* terhadap *employee performance*.

Kata kunci : *Leadership Behavior, Leadership Communication, Employee Engagement* dan *Employee Performance*.

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