

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh kepemimpinan dan budaya organisasi terhadap kinerja karyawan dan variabel kepuasan pelanggan sebagai intervening pada PT. Sukaputra Graha Cemerlang Sentul City. Metode yang digunakan dalam penelitian ini adalah penelitian deskriptif kuantitatif dengan pendekatan hubungan sebab akibat. Populasi dalam penelitian ini adalah semua karyawan PT. Sukaputra Graha Cemerlang di Sentul City dengan jumlah populasi 217 orang. Dari semua populasi sampel yang diambil berdasarkan pada rumus Slovin adalah 141 sampel. Metode penelitian deskriptif kuantitatif dengan pendekatan hubungan sebab akibat. Analisis data menggunakan *Structural Equation Model* (SEM) dengan SmartPLS (*Partial Least Square*) 3.0. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan gaya kepemimpinan terhadap kepuasan pelanggan, terdapat pengaruh positif dan signifikan budaya organisasi terhadap kepuasan pelanggan, terdapat pengaruh positif dan signifikan gaya kepemimpinan dan budaya organisasi terhadap kepuasan pelanggan, dan terdapat pengaruh positif dan signifikan kepuasan pelanggan terhadap kinerja karyawan PT. Sukaputra Graha Cemerlang di Sentul City. Kepuasan pelanggan dapat memediasi pengaruh antara gaya kepemimpinan dan budaya organisasi dengan kinerja karyawan PT. Sukaputra Graha Cemerlang di Sentul City.

Kata Kunci: Kepemimpinan, Budaya Organisasi, Kinerja Karyawan, Kepuasan Pelanggan

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ABSTRACT

This study aims to determine and analyze the influence of leadership and organizational culture on employee performance and customer satisfaction variables as an intervening at PT. Sukaputra Graha Cemerlang Sentul City. The method used in this research was descriptive quantitative research with a causal relationship approach. The population in this study were all employees of PT. Sukaputra Graha Cemerlang in Sentul City with a population of 217 people. Of all the population samples taken based on the Slovin formula were 141 samples. Descriptive quantitative research method with a causal relationship approach. Data analysis using Structural Equation Model (SEM) with SmartPLS (Partial Least Square) 3.0. The results showed that there is a positive and significant influence of leadership style on customer satisfaction, there is a positive and significant influence of organizational culture on customer satisfaction, there is a positive and significant influence of leadership style and organizational culture on customer satisfaction, and there is a positive and significant influence of customer satisfaction on employee's performance of PT. Sukaputra Graha Cemerlang in Sentul City. Customer satisfaction can mediate the influence between leadership style and organizational culture with the performance of employees of PT. Sukaputra Graha Cemerlang in Sentul City.

Keywords: *Leadership, Organizational Culture, Employee Performance, Customer Satisfaction*

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