

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Gaya Kepemimpinan Transformasional, Budaya Organisasi dan Motivasi terhadap Kinerja pegawai Dinas Perindustrian dan Perdagangan Kota Tangerang Selatan. Dinas Perindustrian dan Perdagangan memiliki 82 pegawai kontrak dan 45 pegawai tetap. Populasi dalam penelitian ini adalah pegawai tetap pada Dinas Perindustrian dan Perdagangan Kota Tangerang Selatan sebanyak 45 Pegawai. Teknik Sampling yang digunakan dalam penelitian ini berjenis *non-probability sampling*, yaitu teknik sampel jenuh. Sehingga jumlah sampel yang dipergunakan juga sebanyak 45 orang. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square*. Hasil penelitian ini menunjukkan bahwa Gaya Kepemimpinan Transformasional berpengaruh positif dan signifikan terhadap Kinerja Pegawai, Budaya Organisasi berpengaruh positif dan signifikan terhadap Kinerja Pegawai, serta Motivasi Kerja berpengaruh positif dan signifikan terhadap Kinerja Pegawai.

Kata Kunci: Gaya Kepemimpinan Transformasional, Budaya Organisasi, Motivasi Kerja, Kinerja Pegawai.



## **ABSTRACT**

*This research aims to determine the influence of Transformational Leadership Style, Organizational Culture and Motivation on the performance of employees of the Department of Industry and Trade of South Tangerang City. The Department of Industry and Trade has 82 contract employees and 45 permanent employees. The population in this study were 45 permanent employees at the Department of Industry and Trade of South Tangerang City. The sampling technique used in this research is non-probability sampling, namely a saturated sampling technique. So the number of samples used was also 45 people. The data collection method uses a survey method, with the research instrument being a questionnaire. The data analysis method uses Partial Least Square. The results of this research show that Transformational Leadership Style has a positive and significant effect on Employee Performance, Organizational Culture has a positive and significant effect on Employee Performance, and Work Motivation has a positive and significant effect on Employee Performance.*

*Keywords: Transformational Leadership Style, Organizational Culture, Work Motivation, Employee Performance.*

