

Pengaruh Transformational Leadership terhadap Job Performance: Mediasi Ganda Organizational Citizenship Behavior dan Affective Commitment pada Perusahaan Retail di Jabodetabek dalam Era Digital = The Effect of Transformational Leadership on Job Performance: Dual Mediation Model of Organizational Citizenship Behavior and Affective Commitment in Retail Companies in Jabodetabek in the Digital Era

Fauzi Bayu Saifulah, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=9999920547794&lokasi=lokal>

Abstrak

Penelitian ini bertujuan untuk menganalisis hubungan antara transformational leadership, affective commitment dan organizational citizenship behavior terhadap job performance pada karyawan yang bekerja di perusahaan retail. Penelitian ini, dengan pendekatan positivis, menggunakan metode kuantitatif untuk mengumpulkan data primer dan menerapkan teknik purposive sampling. Sampel yang digunakan dalam penelitian ini diperoleh melalui 380 karyawan dari sektor retail yang beroperasi di wilayah Jabodetabek. Dalam menguji hipotesis dan memahami hubungan antar variabel, pengelolaan data dilakukan menggunakan perangkat lunak Lisrel dengan metode Structural Equation Modeling (SEM). Dari hasil penelitian, ditemukan bahwa penerapan transformational leadership di tempat kerja berkontribusi langsung pada peningkatan komitmen dan mendukung timbulnya perilaku diskresioner karyawan. Namun, tidak ditemukan pengaruh langsung pada job performance. Perbedaan dalam konteks dan budaya merupakan beberapa faktor yang menjelaskan bagaimana transformational leadership memengaruhi job performance. Tujuan dari penelitian ini adalah untuk mengeksplorasi hubungan antara transformational leadership dan job performance dalam konteks perusahaan retail yang beroperasi di era digital. Penelitian ini juga mempertimbangkan peran affective commitment dalam menilai sejauh mana karyawan merasa terikat pada perusahaan serta organizational citizenship behavior sebagai indikator tingkat perilaku diskresioner yang dapat memberikan wawasan bagi manajemen sumber daya manusia di perusahaan maupun organisasi secara keseluruhan.

.....This study aims to analyze the relationship between transformational leadership, affective commitment, and organizational citizenship behavior towards job performance among employees working in retail companies. This research, employing a positivist approach, utilizes quantitative methods to collect primary data and applies purposive sampling techniques. The sample for this study was obtained from 380 employees in the retail sector operating in the Jabodetabek area. In testing hypotheses and understanding the relationship between variables, data management is conducted using Lisrel software with Structural Equation Modeling (SEM) methodology. From the research findings, it is found that the implementation of transformational leadership in the workplace directly contributes to increased commitment and supports the emergence of discretionary behavior among employees. However, no direct influence is found on job performance. Differences in context and culture are some factors explaining how transformational leadership affects job performance. The aim of this study is to explore the relationship between transformational leadership and job performance in the context of retail companies in digital era. This research also considers the role of affective commitment in assessing the extent to which employees feel attached to the company and organizational citizenship behavior as an indicator of the level of discretionary

behavior that can provide insights for human resource management in companies and organizations as a whole.