

ABSTRAK

Syahrani Balqis Kartika Nim: 2161201266. Pengaruh Kepemimpinan Transformasional dan Employer Branding Terhadap Kinerja Karyawan Pada PT Cerdig Cerdas Digital. Dibawah Bimbingan Bapak Tito Siswanto, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui Kepemimpinan Transformasional dan Employer Branding Terhadap Kinerja Karyawan Pada PT Cerdig Cerdas Digital. Desain penelitian ini menggunakan kuantitatif dengan pendekatan asosiatif. Sampel penelitian terdiri dari 50 sampel pada perusahaan PT Cerdig Cerdas Digital. Hasil penelitian ini menunjukkan dengan analisis linier berganda diperoleh nilai konstanta sebesar 1,525 yang artinya jika Kepemimpinan Transformasional dan Employer Branding tidak mengalami perubahan atau hampir mendekati 0, maka kinerja karyawan yang tercipta adalah sebesar 1,525 dan hasil tersebut tidak berubah. Dari hasil uji t variabel Kepemimpinan Transformasional terhadap Kinerja Karyawan diperoleh nilai Thitung (5,142) > Ttabel (2,011), hasil uji t Employer Branding terhadap Kinerja Karyawan diperoleh nilai Thitung (5,163) > Ttabel (2,011) sehingga dapat dinyatakan bahwa variabel Kepemimpinan Transformasional dan Employer Branding mempunyai pengaruh terhadap Kinerja Karyawan. setelah dianalisa dengan menggunakan analisis koefisien determinasi (R²) diperoleh hasil sebesar 0,885 (88%) sehingga dapat disimpulkan bahwa variabel Kepemimpinan Transformasional dan Employer Branding berpengaruh sebesar 88% terhadap Kinerja Karyawan sedangkan sisanya 12% yang dipengaruhi oleh faktor – faktor lain diluar variabel Kepemimpinan Transformasional dan Employer Branding

Kata Kunci: Kepemimpinan Transformasional, Employer Branding, Kinerja Karyawan

ABSTRAK

Syaharani Balqis Kartika Student ID: 2161201266. The Influence of Transformational Leadership and Employer Branding on Employee Performance at PT Cerdig Cerdas Digital. Under the supervision of Mr. Tito Siswanto, S.E., M.M.

This study aims to determine the impact of Transformational Leadership and Employer Branding on Employee Performance at PT Cerdig Cerdas Digital. The research design uses a quantitative approach with an associative methodology. The sample consists of 50 participants from PT Cerdig Cerdas Digital. The results of this study show that with multiple linear analysis, a constant value of 1.525 was obtained, which means that if Transformational Leadership and Employer Branding do not change or are close to 0, then employee performance will be 1.525 and the results will not change. Transformational Leadership and Employer Branding From the t-test results of the Transformational Leadership variable on Employee Performance, the calculated t-value (5.142) was greater than the table t-value (2.011). the results of the t-test for Employer Branding on Employee Performance yielded a t-calculated value (5.163) > t-table value (2.011), thus indicating that the variables of Transformational Leadership and Employer Branding have an influence on Employee Performance. After analyzing using the coefficient of determination (R²) analysis, the result obtained was 0.885 (88%), so it can be concluded that the variables of Transformational Leadership and Employer Branding have an 88% influence on Employee Performance, while the remaining 12% is influenced by factors outside the variables of Transformational Leadership and Employer Branding.

Keywords: Transformational Leadership, Employer Branding, Employee Performance