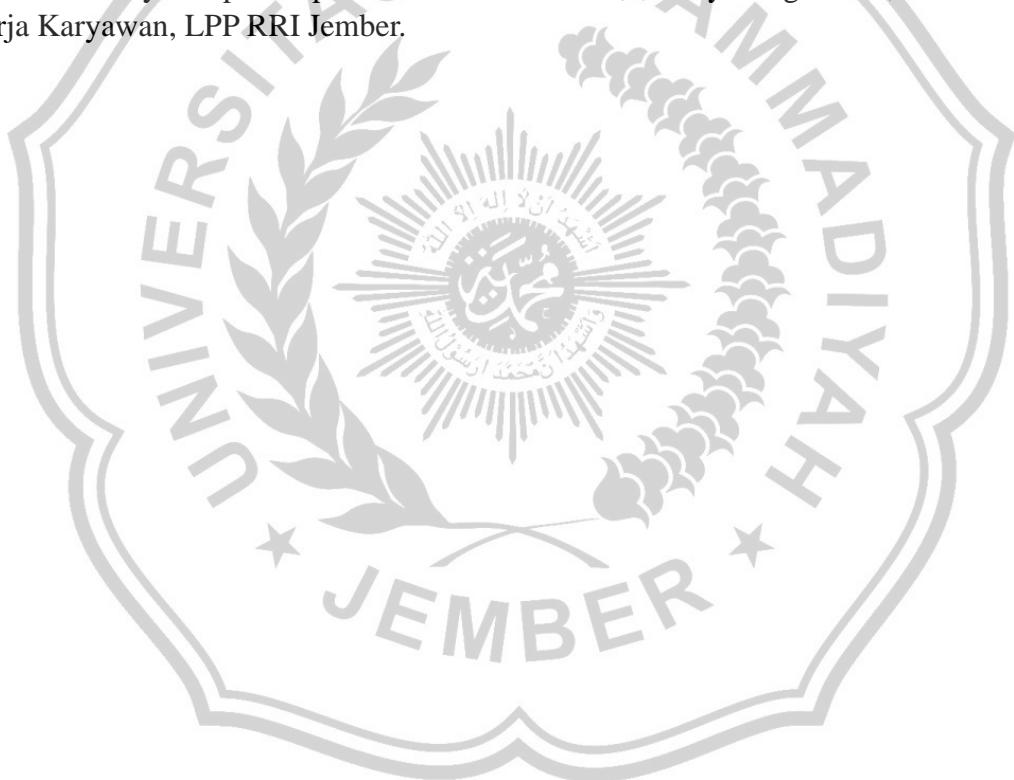


ABSTRAK

Kinerja karyawan di LPP RRI Jember masih belum optimal. Hal ini dapat disebabkan oleh beberapa faktor, salah satunya adalah gaya kepemimpinan, budaya organisasi, dan motivasi kerja yang belum maksimal. Penelitian ini bertujuan untuk menganalisis pengaruh gaya kepemimpinan transformasional, budaya organisasi, dan motivasi kerja terhadap kinerja karyawan pada LPP RRI Jember. Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data dikumpulkan melalui kuesioner yang dibagikan kepada 83 karyawan LPP RRI Jember. Teknik analisis data yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa gaya kepemimpinan transformasional tidak berpengaruh signifikan terhadap kinerja karyawan LPP RRI Jember, budaya organisasi berpengaruh signifikan terhadap kinerja karyawan LPP RRI Jember. Namun, motivasi kerja tidak berpengaruh signifikan terhadap kinerja karyawan LPP RRI Jember.

Kata Kunci: Gaya Kepemimpinan Transformasional, Budaya Organisasi, Motivasi Kerja, Kinerja Karyawan, LPP RRI Jember.



ABSTRACT

Employee performance at LPP RRI Jember is still not optimal. This can be caused by several factors, one of which is the leadership style, organisational culture, and work motivation that has not been maximised. This study aims to analyse the influence of transformational leadership style, organisational culture, and work motivation on employee performance at LPP RRI Jember. This research uses quantitative methods with a survey approach. Data were collected through questionnaires distributed to 83 employees of LPP RRI Jember. The data analysis technique used was multiple linear regression. The results showed that transformational leadership style had no significant effect on the performance of LPP RRI Jember employees, organisational culture had a significant effect on the performance of LPP RRI Jember employees. However, work motivation has no significant effect on the performance of LPP RRI Jember employees.

Keywords: Transformational Leadership Style, Organisational Culture, Work Motivation, Employee Performance, LPP RRI Jember.

