

ABSTRAK

PT Shung Shim International merupakan salah satu perusahaan yang bergerak di bidang pembuatan bulu mata, dimana melibatkan banyak sumber daya manusia sehingga perlu adanya pengelolaan karena adanya perbedaan kemampuan dalam pencapaian kinerja. Jenis penelitian ini adalah penelitian kuantitatif dengan analisis regresi linier berganda menggunakan perangkat lunak SPSS versi 29.0 responden yang digunakan dalam penelitian ini adalah 105 pegawai di PT Shung Shim Internasional, yang dipilih menggunakan probability sampling. Penelitian ini menggunakan data primer dan sekunder. Data primer mengumpulkan langsung dari responden melalui kuesioner dan wawancara mengenai gambaran umum organisasi, sementara data sekunder diperoleh secara tidak langsung dari jurnal, buku, dan situs web terkait. Hasil penelitian menunjukkan bahwa Kepemimpinan Transformasional berpengaruh signifikan terhadap kinerja karyawan PT Shung Shim Internasional (X1), Keterampilan kerja berpengaruh signifikan terhadap kinerja karyawan PT Shung Shim Internasional (X2), dan Komunikasi memiliki pengaruh signifikan terhadap kinerja karyawan (X3). Adapun saran dalam penelitian yaitu pengembangan keterampilan kerja, perbaikan komunikasi, dan manajemen kualitas kinerja karyawan.

Kata Kunci: Kepemimpinan Transformasional, Keterampilan kerja, Komunikasi.



ABSTRACT

PT Shung Shim International is one of the companies engaged in the manufacture of eyelashes, which involves many human resources so that there is a need for management due to differences in ability to achieve performance. This type of research is quantitative research with multiple linear regression analysis using SPSS version 29.0 software. The respondents used in this study were 105 employees at PT Shung Shim International, who were selected using probability sampling. This study uses primary and secondary data. Primary data was collected directly from respondents through questionnaires and interviews regarding the general description of the organisation, while secondary data was obtained indirectly from journals, books, and related websites. The results showed that Transformational Leadership has a significant effect on employee performance of PT Shung Shim International (X1), Work skills have a significant effect on employee performance of PT Shung Shim International (X2), and Communication has a significant effect on employee performance (X3). The suggestions in the study are the development of work skills, communication improvement, and quality management of employee performance.

Keywords : Transformational Leadership, Workskills, Communication.

