ABSTRAK

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HUBUNGAN *DIGITAL TRANSFORMATIONAL LEADERSHIP* TERHADAP *EMPLOYEE PERFORMANCE* DENGAN EFEK MEDIASI *KNOWLEDGE MANAGEMENT, TALENT MANAGEMENT, COMPENSATION BENEFIT* DAN *INNOVATION WORK BEHAVIOR* (STUDI PADA PERUSAHAAN RETAIL PT XYZ)
(xvii + 106 halaman : 22 tabel; 10 gambar ; 3 lampiran)

Penelitian ini bertujuan menganalisis dan menguji pengaruh *digital transformational leadership* terhadap *employee performance* dengan pemediasi *knowledge management, talent management, compensation benefit,* dan *innovative work behavior.* Metode penelitian yang digunakan adalah kuantitatif prediktif dengan menggunakan *structural equation modeling (SEM) Partial Least Square* (PLS). Pengumpulan data dilakukan dengan survey kuesioner kepada 192 responden para pegawai perusahaan retail di Jakarta. Analisis data berbasis *partial least square (PLS)* menggunakan aplikasi *smartPLS.* Hasil penelitian menemukan bahwa *digital transformational leadership* secara signifikan mempengaruhi *employee performance, knowledge management, talent management, compensation and benefit* dan *innovative work behavior.* Sebagai mediator, *knowledge management* dan *innovative work behavior* terbukti efektif memberi pengaruh, namun *talent management* dan *compensation and benefit* tidak memberikan pengaruh. Kesimpulan dari penelitian ini *digital transformational leadership* berperan penting bagi peningkatan *employee performance, innovative work behavior* dan *knowledge management.*

Referensi: 91 (1998 – 2023)

Kata kunci: *digital transformational leadership, employee performance, knowledge management, talent management, compensation and benefit, innovative work behavior, retail company*

ABSTRACT

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THE RELATIONSHIP OF DIGITAL TRANSFORMATIONAL LEADERSHIP TO EMPLOYEE PERFORMANCE WITH THE MEDIATING EFFECT OF KNOWLEDGE MANAGEMENT, TALENT MANAGEMENT, COMPENSATION BENEFITS AND INNOVATION WORK BEHAVIOR (STUDY ON RETAIL COMPANY PT XYZ)
(xvii + 106 pages : 22 tables; 10 figures ; 3 appendices)

This study aims to analyze and examine the influence of digital transformational leadership on employee performance by mediating knowledge management, talent management, compensation benefits, and innovative work behavior. The research method used is quantitative predictive using structural equation modeling (SEM) Partial Least Square (PLS). Data collection was conducted by questionnaire survey to 192 respondents of retail company employees in Jakarta. Data analysis based on partial least square (PLS) using smartPLS application. The results found that digital transformational leadership significantly affects employee performance, knowledge management, talent management, compensation and benefit and innovative work behavior. As mediators, knowledge management and innovative work behavior have proven effective in influencing, but talent management and compensation and benefits have no effect. The conclusion of this study is that digital transformational leadership plays an important role in improving employee performance, innovative work behavior and knowledge management.

Reference: 91 (1998 – 2023)

Keywords: digital transformational leadership, employee performance, knowledge management, talent management, compensation and benefit, innovative work behavior, retail company