



ABSTRAK

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PENGARUH *TRANSFORMATIONAL LEADERSHIP*, *LEADER-MEMBER EXCHANGE*, *ORGANIZATION COMMITMENT*, DAN *DIGITAL TRANSFORMATION* TERHADAP *ORGANIZATIONAL CITIZENSHIP BEHAVIOR* DAN *INNOVATIVE WORK BEHAVIOR* SERTA IMPLIKASINYA TERHADAP *PERFORMANCE* PADA PERUSAHAAN INVESTASI ASING DI *SPECIAL ECONOMIC ZONE (SEZ)* BITUNG, INDONESIA

(xiii + 211 halaman; 21 tabel; 3 gambar; 6 lampiran)

Penelitian ini mengeksplorasi Pengaruh *Transformational Leadership*, *Leader-Member Exchange*, *Organization Commitment*, dan *Digital Transformation* terhadap *Organizational Citizenship Behavior* dan *Innovative Work Behavior* serta Implikasinya terhadap *Performance* pada Perusahaan Investasi Asing di Special Economic Zone (SEZ) Bitung, Indonesia. Dengan pendekatan kuantitatif, untuk mendapatkan data kuantitatif melalui kuesioner yang disebar secara online, digunakanlah metode cross sectional. Kuesioner telah dimodifikasi berdasarkan pertanyaan yang terdapat dalam literatur sebelumnya. penelitian ini melibatkan 100 responden yang dianalisis menggunakan metode Structural Equation Modeling (SEM) dengan pendekatan Partial Least Square (PLS). Hasil pengujian menunjukkan bahwa hanya *Transformational Leadership* yang berpengaruh signifikan terhadap OCB dan *Job Performance*, sementara variabel lainnya tidak memberikan pengaruh signifikan. Analisis mediasi juga mengungkapkan bahwa OCB dan IWB tidak memediasi hubungan antara variabel independen dan *Job Performance*. Secara keseluruhan, temuan ini menyarankan agar perusahaan di SEZ Bitung fokus pada penerapan *Transformational Leadership* untuk meningkatkan OCB dan *Job Performance*. Untuk meningkatkan efektivitas *Digital Transformation* dan *Leader-Member Exchange*, perusahaan perlu melakukan evaluasi yang lebih strategis dan memperkuat keterlibatan karyawan. Selain itu, kebijakan yang lebih mendalam diperlukan untuk memperkuat *Organizational Commitment*, dengan pendekatan seperti pengembangan karir dan penghargaan, guna meningkatkan komitmen dan motivasi karyawan terhadap tujuan perusahaan.

Kata Kunci : *Transformational Leadership*, *Leader-Member Exchange*, *Organization Commitment*, *Digital Transformation*, *Organizational Citizenship Behavior*, *Innovative Work Behavior*, *Performance*

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ABSTRACT

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THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP, LEADER-MEMBER EXCHANGE, ORGANIZATIONAL COMMITMENT, AND DIGITAL TRANSFORMATION ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND INNOVATIVE WORK BEHAVIOR AND THEIR IMPLICATIONS ON THE PERFORMANCE OF FOREIGN-INVESTED COMPANIES IN THE BITUNG SPECIAL ECONOMIC ZONE (SEZ), INDONESIA

(xiii + 211 pages; 21 tables; 3 figure; 6 appendices)

This study explores the Influence of Transformational Leadership, Leader-Member Exchange, Organization Commitment, and Digital Transformation on Organizational Citizenship Behavior and Innovative Work Behavior and Its Implications on Performance in Foreign Investment Companies in Special Economic Zone (SEZ) Bitung, Indonesia. With a quantitative approach, to obtain quantitative data through questionnaires distributed online, the cross sectional method is used. The questionnaire has been modified based on questions contained in the previous literature. This study involved 100 respondents who were analyzed using the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) approach. The test results showed that only Transformational Leadership had a significant effect on OCB and Job Performance, while other variables did not have a significant effect. The mediation analysis also revealed that OCB and IWB did not mediate the relationship between independent variables and Job Performance. Overall, these findings suggest that companies in the Bitung SEZ focus on implementing Transformational Leadership to improve OCB and Job Performance. To increase the effectiveness of Digital Transformation and Leader-Member Exchange, companies need to conduct more strategic evaluations and strengthen employee engagement. In addition, more in-depth policies are needed to strengthen Organizational Commitment, with approaches such as career development and rewards, to increase employee commitment and motivation towards the company's goals.

Keywords:

Transformational Leadership, Leader-Member Exchange, Organization Commitment, Digital Transformation, Organizational Citizenship Behavior, Innovative Work Behavior, Performance

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