

ABSTRAK

DESYANTI TARIDA PUTRI (0180423008)

ANALISIS PENGARUH *TRANSFORMATIONAL LEADERSHIP*, *WORK ENVIRONMENT*, *REWARD AND RECOGNITION* DAN *JOB SATISFACTION* TERHADAP *EMPLOYEE PERFORMANCE* XYZ E-COMMERCE

(xvi + 83 hal; 19 tabel; 5 gambar; 3 lampiran)

Digitalisasi membawa berbagai banyak perubahan pada aspek bisnis tidak terkecuali pada perusahaan digital itu sendiri. Perkembangan teknologi saat ini telah membawa cukup banyak efisiensi pada aspek kinerja kerja kebutuhan akan kualitasnya sumber daya manusia semakin meningkat. Penelitian ini menguji pengaruh dari *transformational leadership*, *work environment*, *reward and recognition* dan *job satisfaction* terhadap *employee performance* pada karyawan yang bekerja di XYZ e-commerce. Penelitian ini dilakukan secara kuantitatif pada 146 karyawan XYZ e-commerce pada bagian *marketplace*, di mana sampel diambil dengan teknik *simple random sampling*. Analisa dilakukan dengan PLS-SEM. Hasil penelitian menunjukkan bahwa *transformational leadership*, *work environmental*, dan *reward and recognition* berpengaruh positif terhadap *employee satisfaction*. Maka dari itu perusahaan perlu meningkatkan *transformational leadership*, *work environmental*, dan *reward and recognition* agar *job satisfaction* dan *employee performance* dapat ditingkatkan.

Referensi : 74 (2015-2025)

Kata Kunci : *Transformational Leadership*, *Work environmental*, *Reward and recognition*, *Employee Satisfaction*

ABSTRACT

DESYANTI TARIDA PUTRI (0180423008)

***ANALYSIS OF THE EFFECT OF TRANSFORMATIONAL LEADERSHIP,
WORK ENVIRONMENT, REWARD AND RECOGNITION AND JOB
SATISFACTION ON EMPLOYEE PERFORMANCE AT XYZ E-COMMERCE***

(xvi + 83 pages; 19 tables; 5 figures; 3 appendices)

Digitalization brings many changes to business aspects, including digital companies themselves. Current technological developments have brought quite a lot of efficiency to the aspect of work performance, the need for quality human resources is increasing. This study examines the effect of transformational leadership, work environment, reward and recognition and job satisfaction on employee performance in employees working at XYZ e-commerce. This study was conducted quantitatively on 146 XYZ e-commerce employees in the marketplace section, where samples were taken using simple random sampling techniques. The analysis was carried out using PLS-SEM. The results showed that transformational leadership, work environment, and reward and recognition have a positive effect on employee satisfaction. Therefore, companies need to improve transformational leadership, work environment, and reward and recognition so that job satisfaction and employee performance can be improved.

References : 74 (2015-2025)

Keyword : Transformational Leadership, Work environmental, Reward and recognition, Employee Satisfaction