

ABSTRAK

PENGARUH GAYA KEPEMIMPINAN DAN BUDAYA ORGANISASI TERHADAP KINERJA PEGAWAI MELALUI KEPUASAN KERJA SEBAGAI VARIABEL INTERVENING (STUDI KASUS PADA DINAS PERINDUSTRIAN DAN PERDAGANGAN KABUPATEN DELI SERDANG)

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Penelitian ini bertujuan untuk menganalisis pengaruh gaya kepemimpinan dan budaya organisasi terhadap kinerja pegawai melalui kepuasan kerja sebagai variabel intervening pada Dinas Perindustrian dan Perdagangan Kabupaten Deli Serdang. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian asosiatif kausal, melibatkan seluruh populasi pegawai sebanyak 44 orang sebagai sampel melalui teknik sampling jenuh. Data penelitian bersumber dari kuesioner ber-skala Likert, dan dokumen pendukung, dengan teknik pengumpulan data meliputi penyebaran kuesioner, observasi, dan studi pustaka. Analisis data dilakukan menggunakan uji validitas dan reliabilitas, uji asumsi klasik, analisis regresi linear berganda, serta analisis jalur (path analysis) dengan SPSS 26. Hasil penelitian ini menunjukkan bahwa gaya kepemimpinan tidak berpengaruh signifikan terhadap kinerja pegawai maupun kepuasan kerja, budaya organisasi berpengaruh positif dan signifikan terhadap kinerja dan kepuasan kerja, kinerja pegawai tidak berpengaruh signifikan terhadap kepuasan kerja, serta kepuasan kerja tidak mampu memediasi hubungan antara gaya kepemimpinan dan budaya organisasi terhadap kinerja pegawai. Penelitian ini merekomendasikan penguatan budaya organisasi yang kolaboratif, adil, dan suportif sebagai strategi utama peningkatan kinerja dan kepuasan kerja pegawai dalam organisasi pelayanan publik.

Kata Kunci: Gaya Kepemimpinan; Budaya Organisasi; Kinerja Pegawai; Kepuasan Kerja; Dinas Perindustrian dan Perdagangan Deli Serdang.

ABSTRACT

THE INFLUENCE OF LEADERSHIP STYLE AND ORGANIZATIONAL CULTURE ON EMPLOYEE PERFORMANCE THROUGH JOB SATISFACTION AS AN INTERVENING VARIABLE (CASE STUDY AT THE DELI SERDANG REGENCY INDUSTRY AND TRADE OFFICE)

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This study aims to analyze the influence of leadership style and organizational culture on employee performance through job satisfaction as an intervening variable at the Deli Serdang Regency Industry and Trade Office. This study uses a quantitative approach with a causal associative research design, involving the entire employee population of 44 people as a sample through saturated sampling techniques. The research data was sourced from Likert scale questionnaires, and supporting documents, with data collection techniques including questionnaire distribution, observation, and literature study. Data analysis was carried out using validity and reliability tests, classical assumption tests, multiple linear regression analysis, and path analysis with SPSS 26. The results of this study show that leadership style does not have a significant effect on employee performance or job satisfaction, organizational culture has a positive and significant effect on performance and job satisfaction, employee performance does not have a significant effect on job satisfaction, and job satisfaction is not able to mediate the relationship between leadership style and organizational culture on employee performance. This study recommends strengthening a collaborative, fair, and supportive organizational culture as the main strategy to improve employee performance and job satisfaction in public service organizations.

Keywords: *Leadership Style; organizational culture; Employee Performance; job satisfaction; Deli Serdang Industry and Trade Office.*