

ABSTRAK

PENGARUH GAYA KEPEMIMPINAN TERHADAP KINERJA DENGAN MOTIVASI SEBAGAI MEDIASI (STUDI PADA KARYAWAN DINAS PERDAGANGAN KOTA METRO SELAMA PANDEMI)

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Pelayanan publik harus diadaptasikan sesuai dengan pandemi, yang dimana pelayanan harus diberikan secara fleksibel dan mudah tanpa harus berinteraksi secara langsung. Dalam meninjau sistem kerja ASN selama pandemi, Pemerintah Indonesia mengatur sistem kerja ASN untuk bekerja dari rumah (Work From Home). Pandemi juga berdampak pada Aparatur Sipil di Dinas Perdagangan Kota Metro. Sistem kerja 50% WFO dan 50% WFH setiap minggunya sangat mempengaruhi kinerja ASN Dinas Perdagangan Kota Metro. Tujuan dari penelitian ini adalah untuk menganalisa pengaruh kepemimpinan terhadap motivasi dan kinerja karyawan, pengaruh motivasi terhadap kinerja karyawan serta fungsi mediasi dari motivasi didalam pengaruh kepemimpinan terhadap kinerja karyawan Dinas Perdagangan Kota Metro.

Penelitian ini dilakukan menggunakan pendekatan metode kuantitatif dan dianalisis menggunakan model structural equation dengan partial least square (SEM-PLS). Data yang digunakan didalam penelitian ini didapat dari respon 300 pegawai Dinas Perdagangan Kota Metro yang dipilih dengan menggunakan metode sensus. Hasil yang didapat dari penelitian ini mendukung 3 dari 4 hipotesis. Variabel kepemimpinan walaupun memiliki pengaruh langsung terhadap motivasi tetapi tidak memiliki pengaruh secara langsung terhadap kinerja karyawan dan motivasi memiliki pengaruh langsung terhadap kinerja. Selain itu, hipotesis yang menyebutkan bahwa variabel motivasi dapat memediasi pengaruh variabel kepemimpinan terhadap kinerja karyawan Dinas Perdagangan Kota Metro dapat dinyatakan terdukung.

Implikasi dari penelitian ini ialah disarankan kepada para pengelola Dinas Perdagangan Kota Metro untuk memberikan pelatihan kepemimpinan bagi karyawan Dinas Perdagangan Kota Metro dan melakukan pendekatan yang berbeda kepada karyawan Dinas Perdagangan Kota Metro. Selain itu, disarankan kepada pengelola karyawan Dinas Perdagangan Kota Metro untuk menciptakan komunikasi yang baik, memenuhi hak karyawan, mengevaluasi kerja secara berkala, memberikan jenjang karir yang jelas dan memaksimalkan penggunaan waktu kerja.

Kata Kunci: Kepemimpinan, Motivasi, Kinerja Karyawan

ABSTRACT

THE INFLUENCE OF LEADERSHIP STYLE ON PERFORMANCE WITH MOTIVATION AS MEDIATION (STUDY ON EMPLOYEES OF THE METRO CITY TRADE OFFICE DURING A PANDEMIC)

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Public services must be adapted according to the pandemic, in which services must be provided flexibly and easily without having to interact directly. In reviewing the ASN work system during the pandemic, the Indonesian Government regulated the ASN work system to work from home (Work From Home). The pandemic has also had an impact on the Civil Apparatus at the Metro City Trade Service. The work system of 50% WFO and 50% WFH every week greatly affects the performance of the ASN of the City of Metro Trade Department. The purpose of this study was to analyze the influence of leadership on employee motivation and performance, the influence of employee motivation on performance as well as the mediating function of motivation in the influence of leadership on the performance of employees of the Metro City Trade Office.

This research was conducted using a quantitative method approach and analyzed using a structural equation model with partial least squares (SEM-PLS). The data used in this study were obtained from the responses of 300 employees of the Metro City Trade Office who were selected using the census method. The results obtained from this research support 3 of the 4 hypotheses. The leadership variable, although it has a direct effect on motivation, but does not have a direct effect on employee performance, and motivation variable has a direct effect on employee performance. In addition, the hypothesis which states that motivational variables can mediate the effect of leadership variables on the performance of employees of the Metro City Trade Office can be stated to be supported.

This research implies that it is suggested to the managers of the Metro City Trade Service to provide leadership training for employees of the Metro City Trade Service and to take a different approach to the employees of the Metro City Trade Office. In addition, it is suggested to the employees of the Metro City Trade Office to create good communication, fulfill employee rights, evaluate work regularly, provide clear career paths, and maximize the use of working time.

Keywords: Leadership, Motivation, Employee Performance