

## ***ABSTRACT***

This study aims to analyze the factors influencing the effectiveness of employee performance in implementing Right of Way (ROW) compensation under the SUTT/SUTET transmission network at PT PLN (Persero) Semarang Transmission Implementation Unit. Based on case studies and interviews with sources from various departments within the company, the research found that employee performance effectiveness is influenced by factors such as rewards, training, resource management, organizational formation, as well as challenges related to coordination and technical competence. Several solutions proposed to improve effectiveness include increasing rewards, providing relevant training, restructuring the organization, and establishing dedicated teams for ROW work. The study also identifies key challenges including data management issues and delays in completing compensation. The results are expected to contribute to enhancing employee performance effectiveness and achieving optimal ROW compensation outcomes.

**Keywords:** Islamic cooperatives, performance effectiveness, ROW compensation, SUTT/SUTET transmission network, PT PLN (Persero), resource management