

## **ABSTRACT**

*Employee engagement reflects an individual's dedication in going above and beyond the demands of their job, demonstrating a high level of commitment that enhances performance. Engaged employees tend to produce better because they are driven by positive emotions such as happiness and enthusiasm, and have good psychological well-being, which also influences co-workers positively. Employee engagement can be influenced by various factors, including transformational leadership and innovative culture. This research aims to answer the problem of the influence of transformational leadership and innovative culture on employee engagement both directly and through workplace digitalization as an intervening variable.*

*The population in this study were all employees who worked at Bank Rakyat Indonesia Semarang Pattimura Branch Office. Data collection will involve a sample of 104 respondents, obtained from distributing questionnaires. The collected data will then be analyzed quantitatively using the Structural Equation Model (SEM) with SmartPLS software version 3.2.9.*

*The findings in this research show that transformational leadership and innovative culture have a positive and significant effect on workplace digitalization. transformational leadership, innovative culture, and workplace digitalization have a positive and significant effect on employee engagement. The results of the mediation test show that workplace digitalization can significantly mediate the influence of transformational leadership and innovative culture on employee engagement.*

*Keywords: Transformational Leadership, Innovative Culture, Workplace Digitalization, and Employee Engagement.*

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