

ABSTRACT

Phenomenon to be analyzed in this research is what factors affect employee performance at PT. PLN (Persero) Area Semarang. Transformational leadership that is currently running is considered not yet able to improve motivation and job satisfaction that ultimately shape the performance of employees. Based on previous research, the factors that allegedly affect employee performance are transformational leadership that affect motivation and satisfaction that will ultimately impact on employee performance. The purpose of this study is to analyze the influence of transformational leadership on work motivation, and job satisfaction and its impact on the performance of employees of PT. PLN (Persero) Area Semarang.

The population selected in this study is all employees of PT. PLN (Persero) Area Semarang. The number of respondents used in this study were 282 employees of PT. PLN (Persero) Area Semarang. Sampling technique in this research is purposive sampling method. The method of data collection is by using questionnaire. Data analysis method used is Structural Equation Modeling.

Based on the research, transformational leadership has a positive effect on work motivation and job satisfaction but has no effect on performance. Work motivation and job satisfaction have a positive effect on employee performance. In terms of fit model testing, it states that the model has a good fit. So from this it can be concluded that the model has a fit well enough to predict the performance.

Keywords: transformational leadership, work motivation, job satisfaction, performance.