

ANALISIS PENGARUH GAYA KEPEMIMPINAN, MOTIVASI KERJA, DAN DISIPLIN KERJA TERHADAP KINERJA KARYAWAN PADA PERUSAHAAN AIR MINERAL PT. XYZ

Muhammad Akhdan Naufal

ABSTRAK

Permasalahan terkait belum optimalnya kinerja karyawan ditemukan pada PT. XYZ, sebuah perusahaan yang bergerak dalam bidang produksi air mineral. Sejumlah faktor seperti gaya kepemimpinan, motivasi kerja, serta disiplin dianggap sebagai elemen yang turut memengaruhi performa kerja karyawan. Kajian ini memanfaatkan pendekatan Structural Equation Modeling (SEM) dengan teknik Partial Least Squares (PLS) untuk mengevaluasi hubungan antar variabel tersebut. Hasil analisis memperlihatkan jika baik gaya kepemimpinan maupun motivasi kerja berpengaruh positif pada kinerja, meskipun pengaruh dari motivasi kerja tidak memperlihatkan signifikansi secara statistik. Sebaliknya, disiplin kerja terbukti memberi kontribusi paling nyata pada peningkatan kinerja karyawan di perusahaan ini. Melalui pendekatan Importance-Performance Analysis (IPA), kajian ini menyusun sejumlah saran yang ditujukan kepada perusahaan, khususnya dalam upaya memperbaiki kinerja karyawan melalui peningkatan kualitas kepemimpinan, pemberian motivasi yang lebih efektif, serta penegakan disiplin kerja yang konsisten. Implementasi dari rekomendasi ini diharapkan mampu mendorong peningkatan efisiensi serta produktivitas, yang pada akhirnya mendukung tercapainya target perusahaan secara lebih optimal.

Kata Kunci: Efisiensi Kerja, *Importance-Performance Analysis* (IPA), *Partial Least Squares* (PLS), Peningkatan Kinerja, *Structural Equation Modeling* (SEM),

**ANALYSIS OF THE INFLUENCE OF LEADERSHIP STYLE,
WORK MOTIVATION, AND WORK DISCIPLINE ON
EMPLOYEE PERFORMANCE AT PT. XYZ MINERAL WATER
COMPANY**

Muhammad Akhdan Naufal

ABSTRACT

Problems related to the lack of optimal employee performance were found in PT. XYZ, a company engaged in mineral water production. A number of factors such as leadership style, work motivation, and discipline are considered as elements that also affect employee work performance. This research utilizes the Structural Equation Modeling (SEM) approach with the Partial Least Squares (PLS) technique to evaluate the relationship between the variables. The results of the analysis show that both leadership style and work motivation have a positive effect on performance, although the influence of work motivation does not show statistical significance. On the other hand, work discipline is proven to make the most tangible contribution to the improvement of employee performance in this company. Through the Importance-Performance Analysis (IPA) approach, this research compiles a number of suggestions addressed to companies, especially in an effort to improve employee performance through improving leadership quality, giving more effective motivation, and enforcing consistent work discipline. The implementation of this recommendation is expected to be able to encourage the improvement of efficiency and productivity, which ultimately supports the achievement of the company's target more optimally.

Keywords: *Importance-Performance Analysis (IPA), Partial Least Squares (PLS), Performance Improvement, Structural Equation Modeling (SEM), Work Efficiency*