

ABSTRACT

PT Dayamitra Telekomunikasi Tbk. (Mitratel) strives to create strong synergies among all organizational units. One of the keys to success is high employee engagement.

Internal surveys have revealed employee dissatisfaction with the prevailing leadership style and organizational culture. Previous research has shown that leadership style and organizational culture play significant roles in enhancing employee engagement.

The purpose of this research is to find out how leadership style, organizational culture, employee engagement at PT Dayamitra Telekomunikasi Tbk., and to find out how leadership style and organizational culture influence employee engagement, both partially and simultaneously.

A quantitative approach was employed in this study, utilizing a questionnaire with a Likert scale. The collected data was analyzed using Partial Least Squares (PLS) to examine the relationships between latent variables. PLS was chosen due to its ability to analyze data with moderate sample sizes and its robustness to non-normality assumptions.

Based on a literature review and preliminary survey results, this study proposes two hypotheses: first, there is a relationship between leadership style and employee engagement at PT. Mitratel; and second, organizational culture influences employee engagement at PT Dayamitra Telekomunikasi Tbk.

Keywords : *Leadership Style, Organizational Culture, Employee Engagement.*