

ABSTRACT

In facing the challenges of globalization and the dynamics of the telecommunications industry, Kopegtel Group Samarinda has been faced with a significant decline in financial performance over the past three years. This situation indicates the importance of improvements in the internal aspects of the organization, particularly in the management of human resources.

The purpose of this study was to determine an overview of the transformational leadership style, organizational culture, and employee performance at Kopegtel Group Samarinda, as well as to analyze the effect of transformational leadership style on employee performance, the effect of organizational culture on employee performance, and the effect of both simultaneously on employee performance.

The research method used is a quantitative approach with survey techniques using questionnaires distributed to 198 employees of Kopegtel Group Samarinda. The research instrument was tested for validity and reliability, and the data were analyzed using multiple linear regression to see the effect of the independent variable on the dependent variable. The results of the classical assumption test were also carried out to ensure that the data met the requirements of statistical analysis.

The results show that the transformational leadership style in the company is in the moderately effective category, Organizational culture is strong Meanwhile, employee performance was at a moderate level. The research findings show that both transformational leadership style and organizational culture have a significant effect on employee performance, both partially and simultaneously.

This research provides a practical contribution for the management of Kopegtel Group Samarinda to improve leadership effectiveness and strengthen organizational culture as a strategy to improve employee performance. The researcher recommends the need to develop leadership capacity and strengthen the values of a collaborative and participatory work culture.

Keywords: transformational leadership style, organizational culture, employee performance, Kopegtel Group Samarinda