

ABSTRACT

Competition in the FMCG (Fast-Moving Consumer Goods) product industry is getting tighter, requiring companies to not only provide high-quality products, but also manage operations with efficiency and continuous innovation. Employees as key elements in company operations must have adequate competence and work in an environment that supports productivity. However, fluctuations in employee performance, which are influenced by leadership style and level of work discipline, are often a challenge for companies.

This study aims to analyze the effect of transformational leadership style and work discipline on employee performance at PT Niaga Nusa Abadi, Bandung branch. The data used in this study are employee performance data obtained through quarterly performance assessments and measurements of related indicators, such as budget control, efficiency initiatives, and communication effectiveness.

The research method used is a quantitative approach with an explanatory research design. Data were collected through a survey distributed to employees of companies that have implemented flexible working hours policies. Data analysis was carried out using the Structural Equation Modeling (SEM) model to test the relationship between flexible working hours policies, work-life balance, and employee well-being. Sampling in this study, the type of Saturated sampling was 144 respondents.

Keywords: work discipline, transformational leadership style, employee performance, Fast-Moving Consumer Goods