ABSTRAK

Penelitian ini bertujuan untuk mengkaji pengaruh kepemimpinan transaksional dan komunikasi internal terhadap kinerja pegawai di Sekolah Hafizh Cendekia Banda Aceh, dengan motivasi kerja sebagai variabel intervening. Teknik pengambilan sampel menggunakan sampel jenuh sebanyak 84 pegawai. Analisis data dilakukan melalui pendekatan Structural Equation Modeling (SEM) menggunakan metode Partial Least Squares (smart-PLS). Hasil penelitian menunjukkan bahwa kepemimpinan transaksional tidak memiliki pengaruh positif maupun signifikan terhadap motivasi kerja, tetapi berpengaruh signifikan terhadap kinerja pegawai. Komunikasi internal berpengaruh signifikan terhadap motivasi kerja serta berkontribusi secara signifikan terhadap kinerja pegawai. Selanjutnya, motivasi kerja secara signifikan memediasi hubungan antara kepemimpinan transaksional dan kinerja pegawai. Namun, motivasi kerja tidak memediasi hubungan komunikasi internal terhadap kinerja pegawai. Secara keseluruhan, temuan ini menyarankan bahwa penguatan komunikasi internal dan penerapan kepemimpinan transaksional yang efektif dapat meningkatkan kinerja pegawai, baik langsung maupun melalui motivasi kerja. Implikasi praktis untuk pengelola Sekolah Hafizh Cendekia Banda Aceh adalah pentingnya membangun komunikasi internal yang konstruktif dan menerapkan gaya kepemimpinan yang mendorong produktivitas pegawai secara holistik.

Kata kunci: Kepemimpinan Transaksional, Komunikasi Internal, Motivasi Kerja dan Kinerja Pegawai

ABSTRACT

This study aims to examine the influence of transactional leadership and internal communication on employee performance at Sekolah Hafizh Cendekia Banda Aceh, with work motivation as an intervening variable. The sampling technique employed a saturated sample of 84 employees. Data analysis was conducted using the Structural Equation Modeling (SEM) approach with the Partial Least Squares (SmartPLS) method. The findings reveal that transactional leadership does not have a positive or significant effect on work motivation but has a significant influence on employee performance. Internal communication significantly affects work motivation and also contributes significantly to employee performance. Furthermore, work motivation significantly mediates the relationship between transactional leadership and employee performance; however, it does not mediate the relationship between internal communication and employee performance. Overall, the results suggest that strengthening internal communication and implementing effective transactional leadership can enhance employee performance both directly and through work motivation. The practical implication for the management of Sekolah Hafizh Cendekia Banda Aceh is the importance of fostering constructive internal communication and adopting leadership styles that holistically encourage employee productivity.

Keywords : Transactional Leadership, Internal Communication, Motivation and Performance