

## ABSTRAK

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Penelitian ini bertujuan untuk menguji serta menganalisis sejauh mana pengaruh kepemimpinan digital, efektivitas komunikasi internal, dan alokasi beban kerja terhadap capaian kinerja pegawai pada Sekretariat Daerah Kota Lhokseumawe. Seiring dengan akselerasi sistem pemerintahan berbasis elektronik, peran pemimpin dan kelancaran informasi internal menjadi krusial dalam menopang efisiensi birokrasi. Studi kuantitatif ini melibatkan populasi sebanyak 237 individu, dengan pemilihan sampel berjumlah 70 responden melalui metode *purposive sampling*. Instrumen pengumpulan data berupa kuesioner yang diolah menggunakan analisis regresi linier berganda dengan dukungan SPSS versi 26. Berdasarkan hasil pengujian statistik secara parsial, kepemimpinan digital, komunikasi internal, dan beban kerja terbukti memberikan dampak positif serta signifikan bagi peningkatan kinerja pegawai. Secara simultan, integrasi ketiga variabel independen tersebut juga menunjukkan pengaruh yang signifikan terhadap performa organisasi. Besaran koefisien determinasi ( $R^2$ ) tercatat senilai 0,411, yang mengindikasikan bahwa model penelitian ini mampu merepresentasikan 41,1% variasi pada variabel kinerja pegawai, sedangkan sisanya dijelaskan oleh faktor lain di luar lingkup kajian ini. Temuan ini diharapkan dapat menjadi rujukan strategis bagi pimpinan instansi dalam mengoptimalkan sumber daya manusia di era digital.

**Kata Kunci :** Kepemimpinan Digital, Komunikasi Internal, Beban Kerja, Kinerja Pegawai.

## **ABSTRACT**

*Nama : Muhammad Pavel Askari*  
*Study Program : Manajemen*  
*Title : The Influence Of Digital Leadership, Internal Communication, And Workload On Employee Performance At The Regional Secretariat Of Lhokseumawe City*

*This study aims to examine and analyze the extent to which digital leadership, internal communication effectiveness, and workload allocation influence employee performance achievements at the Regional Secretariat of Lhokseumawe City. Amidst the acceleration of electronic-based government systems, the role of leaders and the flow of internal information have become crucial in supporting bureaucratic efficiency. This quantitative study involved a population of 237 individuals, with a sample selection of 70 respondents through the purposive sampling method. The data collection instrument was a questionnaire processed using multiple linear regression analysis supported by SPSS version 26. Based on partial statistical testing results, digital leadership, internal communication, and workload were proven to have positive and significant impacts on improving employee performance. Simultaneously, the integration of these three independent variables also demonstrated a significant influence on organizational performance. The coefficient of determination ( $R^2$ ) was recorded at 0.411, indicating that this research model is capable of representing 41.1% of the variation in the employee performance variable, while the remainder is explained by other factors outside the scope of this study. These findings are expected to serve as a strategic reference for agency leaders in optimizing human resources in the digital era.*

*Keywords : Digital Leadership, Internal Communication, Workload, Employee Performance.*