

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kepemimpinan digital, *employee engagement*, dan profesionalisme kerja terhadap kinerja pegawai pada Puskesmas Stabat Lama. Penelitian menggunakan pendekatan kuantitatif dengan metode survei. Populasi penelitian berjumlah 85 pegawai, sehingga teknik pengambilan sampel menggunakan sampel jenuh. Data dikumpulkan melalui penyebaran kuesioner menggunakan skala Likert dan dianalisis menggunakan regresi linear berganda dengan bantuan SPSS setelah melalui uji validitas, reliabilitas, dan asumsi klasik. Hasil penelitian menunjukkan bahwa kepemimpinan digital, *employee engagement*, dan profesionalisme kerja secara parsial berpengaruh positif dan signifikan terhadap kinerja pegawai. Secara simultan, ketiga variabel independen juga berpengaruh positif dan signifikan terhadap kinerja pegawai. Nilai *Adjusted R Square* sebesar 0,647 menunjukkan bahwa 64,7% variasi kinerja pegawai dapat dijelaskan oleh ketiga variabel tersebut, sedangkan 35,3% sisanya dipengaruhi oleh faktor lain di luar penelitian. Temuan ini menunjukkan bahwa peningkatan kemampuan kepemimpinan digital, penguatan keterlibatan pegawai, dan penerapan profesionalisme kerja secara konsisten merupakan strategi yang efektif untuk meningkatkan kinerja pegawai serta kualitas pelayanan kesehatan di Puskesmas Stabat Lama.

**Kata Kunci:** Kepemimpinan Digital, *Employee Engagement*, Profesionalisme Kerja, Kinerja Pegawai.

## **ABSTRACT**

*This study aims to examine the influence of digital leadership, employee engagement, and work professionalism on employee performance at Puskesmas Stabat Lama. A quantitative approach with a survey method was employed. The study involved all 85 employees as the research population using a saturated sampling technique. Data were collected through Likert-scale questionnaires and analyzed using multiple linear regression with SPSS after passing validity, reliability, and classical assumption tests. The findings reveal that digital leadership, employee engagement, and work professionalism each have a positive and significant effect on employee performance. Simultaneously, these three independent variables also have a positive and significant influence on employee performance. The Adjusted R Square value of 0.647 indicates that 64.7% of the variation in employee performance is explained by digital leadership, employee engagement, and work professionalism, while the remaining 35.3% is influenced by other factors beyond the scope of this study. These findings suggest that strengthening digital leadership, enhancing employee engagement, and promoting work professionalism are effective strategies for improving employee performance and the quality of healthcare services at Puskesmas Stabat Lama.*

**Keywords:** *Digital Leadership, Employee Engagement, Work Professionalism, Employee Performance.*