

ABSTRAK

Nama : MUHAMMAD INSAN PRATAMA
Program Studi : Program Magister Ilmu Manajemen
Judul : PENGARUH STRATEGI KOMUNIKASI DAN
KEPEMIMPINAN TRANSFORMASIONAL TERHADAP
KINERJA GURU DENGAN MOTIVASI KERJA SEBAGAI
VARIABEL INTERVENING PADA YAYASAN PENDIDIKAN
NURUL AMALIYAH TANJUNG MORAWA

Penelitian ini bertujuan untuk mengetahui pengaruh strategi komunikasi terhadap kinerja guru, pengaruh kepemimpinan transformasional terhadap kinerja guru, pengaruh strategi komunikasi terhadap motivasi kerja, pengaruh kepemimpinan transformasional terhadap motivasi kerja, pengaruh motivasi kerja terhadap kinerja guru, pengaruh strategi komunikasi terhadap kinerja guru dengan motivasi kerja sebagai variabel intervening, pengaruh kepemimpinan transformasional terhadap kinerja guru dengan motivasi kerja sebagai variabel intervening. Metode penelitian adalah model kuantitatif. Sampel berdasarkan data kusioner yang disebarakan untuk seluruh guru Yayasan Pendidikan Nurul Amaliyah Tanjung Morawa. Analisis digunakan menggunakan analisis SEM-PLS dengan sampel sebanyak 90 responden (guru). Variabel strategi komunikasi dan kepemimpinan transformasional berpengaruh terhadap kinerja guru, strategi komunikasi dan kepemimpinan transformasional terhadap kinerja guru dengan motivasi kerja sebagai variabel intervening berpengaruh.

Kata kunci : Strategi Komunikasi, Kepemimpinan Transformasional, Motivasi Kerja, Kinerja Guru

ABSTRACT

Name : MUHAMMAD INSAN PRATAMA
Study Program : Graduate Program in Management Science
Title : THE INFLUENCE OF COMMUNICATION STRATEGIES AND TRANSFORMATIONAL LEADERSHIP ON TEACHER PERFORMANCE WITH WORK MOTIVATION AS AN INTERVENING VARIABLE AT THE NURUL AMALIYAH EDUCATIONAL FOUNDATION, TANJUNG MORAWA

This research aims to determine the effect of communication strategies on teacher performance, the influence of transformational leadership on teacher performance, the effect of communication strategies on work motivation, the influence of transformational leadership on work motivation, the effect of work motivation on teacher performance, the influence of communication strategies on teacher performance with work motivation as an intervening variable, and the influence of transformational leadership on teacher performance with work motivation as an intervening variable. The research method employed is a quantitative model. The sample is based on questionnaire data distributed to all teachers at the Nurul Amaliyah Educational Foundation in Tanjung Morawa. The analysis is conducted using SEM-PLS analysis with a sample of 90 respondents (teachers). The communication strategy variable influences work motivation, transformational leadership, and work motivation influences teacher performance. Communication strategies and transformational leadership influence teacher performance, with work motivation as an intervening variable.

Keywords : Communication Strategy, Transformational Leadership, Work Motivation, Teacher Performance