

ABSTRAK

Prasetya, Ketut Krisna (2025), *Pengaruh Kepemimpinan, Kompetensi Sosial, dan Motivasi Kerja terhadap Kinerja Pegawai di Perumda Pasar Argha Nayottama Kabupaten Buleleng*

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Kata-kata kunci: kepemimpinan, kompetensi, motivasi, kinerja, perumda

Penelitian ini bertujuan untuk menganalisis pengaruh kepemimpinan, kompetensi sosial, dan motivasi kerja terhadap kinerja pegawai di Perusahaan Umum Daerah (Perumda) Pasar Argha Nayottama Kabupaten Buleleng. Kinerja pegawai menjadi kunci utama dalam mendukung efektivitas operasional, namun ditemukan kinerja yang belum optimal disebabkan oleh lemahnya kepemimpinan, rendahnya kompetensi sosial, dan kurangnya motivasi kerja pegawai. Metode yang digunakan adalah pendekatan kuantitatif deskriptif dengan teknik survei melalui penyebaran kuesioner kepada seluruh populasi berjumlah 131 pegawai aktif. Analisis data dilakukan dengan regresi linier berganda untuk menguji pengaruh masing-masing variabel secara parsial maupun simultan terhadap kinerja pegawai. Hasil penelitian menunjukkan secara parsial, variabel kepemimpinan, kompetensi sosial, dan motivasi kerja memiliki pengaruh positif dan signifikan terhadap kinerja pegawai. Secara simultan, ketiga variabel ini juga berkontribusi signifikan terhadap peningkatan kinerja. Koefisien regresi masing-masing menunjukkan kepemimpinan memiliki pengaruh paling dominan dalam meningkatkan kinerja pegawai. Implikasi dari temuan ini menegaskan pentingnya strategi peningkatan kualitas sumber daya manusia, khususnya melalui penguatan kepemimpinan partisipatif, pelatihan kompetensi sosial, serta sistem insentif berbasis kinerja. Penelitian ini memberikan kontribusi praktis bagi pengelolaan BUMD dalam mendorong profesionalisme, efisiensi, dan kualitas pelayanan publik secara berkelanjutan.

ABSTRACT

Prasetya, Ketut Krisna (2025). The Influence of Leadership, Social Competence, and Work Motivation on Employee Performance at the Regional Public Company (Perumda) Argha Nayottama, Buleleng Regency. Thesis, Management Science, Postgraduate Program, Ganesha University of Education

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Keywords: leadership, competence, motivation, performance, perumda

This study aims to analyze the influence of leadership, social competence, and work motivation on employee performance at the Regional Public Company (Perumda) Pasar Argha Nayottama, Buleleng Regency. Employee performance is a key factor in supporting operational effectiveness; however, suboptimal performance has been identified due to weak leadership, low social competence, and lack of work motivation among employees. The method used is a descriptive quantitative approach with a survey technique through the distribution of questionnaires to the entire population of 131 active employees. Data analysis was conducted using multiple linear regression to test the influence of each variable both partially and simultaneously on employee performance. The results of the study show that partially, the variables of leadership, social competence, and work motivation have a positive and significant influence on employee performance. Simultaneously, these three variables also contribute significantly to performance improvement. The regression coefficients indicate that leadership has the most dominant influence in enhancing employee performance. The implications of these findings emphasize the importance of strategies to improve human resource quality, particularly through strengthening participative leadership, social competence training, and performance-based incentive systems. This study provides practical contributions to the management of regional public companies in promoting professionalism, efficiency, and sustainable quality of public services.