

ABSTRAK

Widhia Eka Mery Ardana. 2026. Pengaruh *Transactional Leadership* Terhadap *Employee Performance* Dengan *Entrepreneurial Passion* Sebagai Variabel Intervening (Studi Kasus Pada Dealer BYD Haka Auto Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Karuniawati Hasanah, S.E.,M.M, Pembimbing (II) Robby Sandhi Dessyarti, S.E., M.M.

Persaingan industri otomotif kendaraan listrik yang semakin ketat menuntut perusahaan memiliki sumber daya manusia berkualitas untuk menghasilkan *employee performance* yang optimal. Penelitian ini bertujuan menganalisis pengaruh *transactional leadership* terhadap *employee performance* dengan *entrepreneurial passion* sebagai variabel intervening pada Dealer BYD Haka Auto Madiun. Penelitian menggunakan pendekatan kuantitatif dengan populasi dan sampel sebanyak 52 karyawan melalui teknik sampling jenuh. Data dikumpulkan menggunakan kuesioner skala *Likert* dan dianalisis dengan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM) berbantuan aplikasi *SmartPLS 4.0*. Hasil penelitian menunjukkan bahwa *transactional leadership* berpengaruh positif dan signifikan terhadap *employee performance* maupun *entrepreneurial passion*, *entrepreneurial passion* berpengaruh positif dan signifikan terhadap *employee performance* serta terbukti memediasi pengaruh *transactional leadership* terhadap *employee performance* secara signifikan. Dengan demikian, seluruh hipotesis penelitian diterima, menunjukkan bahwa kinerja karyawan dipengaruhi baik secara langsung oleh kepemimpinan transaksional maupun secara tidak langsung melalui penguatan *entrepreneurial passion*.

Kata Kunci: *Transactional Leadership*, *Entrepreneurial Passion*, *Employee Performance*, PLS-SEM.

ABSTRACT

Widhia Eka Mery Ardana. 2026. The Influence of Transactional Leadership on Employee Performance with Entrepreneurial Passion as an Intervening Variable (A Case Study at BYD Haka Auto Madiun Dealership). Undergraduate Thesis. Management Study Program, Faculty of Economics and Business, PGRI Madiun University. Supervisor (I) Dr. Karuniawati Hasanah, S.E., M.M.; Supervisor (II) Robby Sandhi Dessyarti, S.E., M.M.

Increasingly intense competition in the electric vehicle automotive industry requires companies to possess high-quality human resources to achieve optimal employee performance. This study aims to analyze the influence of transactional leadership on employee performance, with entrepreneurial passion serving as an intervening variable, at the BYD Haka Auto Madiun dealership. The study employs a quantitative approach with a population and sample of 52 employees, utilizing a saturated sampling technique. Data were collected via Likert-scale questionnaires and analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the aid of SmartPLS 4.0 software. The results indicate that transactional leadership has a positive and significant influence on both employee performance and entrepreneurial passion; entrepreneurial passion has a positive and significant influence on employee performance and is proven to significantly mediate the influence of transactional leadership on employee performance. Consequently, all research hypotheses were accepted, demonstrating that employee performance is influenced both directly by transactional leadership and indirectly through the strengthening of entrepreneurial passion.

Keywords: *Transactional Leadership, Entrepreneurial Passion, Employee Performance, PLS-SEM.*