

**PENGARUH KEPEMIMPINAN TRANSFORMASIONAL TERHADAP
KINERJA ORGANISASI DIMEDIASI BUDAYA ORGANISASI PADA UMKM
COFFEE SHOP DI DAERAH ISTIMEWA YOGYAKARTA**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kepemimpinan transformasional terhadap kinerja organisasi pada UMKM *Coffee Shop* di Daerah Istimewa Yogyakarta yang dimediasi oleh budaya organisasi. Penelitian ini menggunakan pendekatan kuantitatif. Jenis pendekatan kuantitatif penelitian ini menggunakan metode *purposive sampling*, yaitu sebanyak 110 pemilik atau pengelola UMKM *Coffee Shop* di Daerah Istimewa Yogyakarta dengan kriteria sudah beroperasi selama minimal satu tahun dan memiliki minimal 3 karyawan. Data yang digunakan dalam penelitian ini berupa data primer yang berasal dari kuesioner. Data primer dari kuesioner kemudian diolah menggunakan alat analisis aplikasi SmartPLS 4.1. Hasil penelitian menunjukkan bahwa: (1) kepemimpinan transformasional berpengaruh positif dan tidak signifikan terhadap kinerja organisasi UMKM *Coffee Shop* Daerah Istimewa Yogyakarta; (2) kepemimpinan transformasional berpengaruh positif dan signifikan terhadap budaya organisasi UMKM *Coffee Shop* Daerah Istimewa Yogyakarta; (3) budaya organisasi berpengaruh positif dan signifikan terhadap kinerja organisasi UMKM *Coffee Shop* Daerah Istimewa Yogyakarta; (4) kepemimpinan transformasional berpengaruh positif dan signifikan terhadap kinerja organisasi UMKM *Coffee Shop* Daerah Istimewa Yogyakarta dimediasi budaya organisasi.

Kata kunci: Kepemimpinan Transformasional, Budaya Organisasi, Kinerja Organisasi

***THE EFFECT OF TRANSFORMATIONAL LEADERSHIP ON
ORGANIZATIONAL PERFORMANCE MEDIATED BY ORGANIZATIONAL
CULTURE IN COFFEE SHOP MSMEs IN THE SPECIAL REGION OF
YOGYAKARTA***

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ABSTRACT

This study aims to determine the effect of transformational leadership on organizational performance in Coffee Shops MSMEs (Micro, Small, and Medium Enterprises) in the Special Region of Yogyakarta mediated by organizational culture. This study used a quantitative approach. The type of quantitative approach in this study used a purposive sampling method, namely 110 owners or managers of Coffee Shops MSMEs in the Special Region of Yogyakarta with the criteria of having been operating for at least one year and having at least 3 employees. The data used in this study are primary data from questionnaires. Primary data from the questionnaire were then processed using the SmartPLS 4.1 application analysis tool. The results of the study indicate that: (1) transformational leadership has a positive and non-significant effect on the organizational performance of Coffee Shops MSMEs in the Special Region of Yogyakarta; (2) transformational leadership has a positive and significant effect on the organizational culture of Coffee Shops MSMEs in the Special Region of Yogyakarta; (3) organizational culture has a positive and significant effect on the organizational performance of Coffee Shops MSMEs in the Special Region of Yogyakarta; (4) transformational leadership has a positive and significant effect on the organizational performance of Coffee Shops MSMEs in the Special Region of Yogyakarta mediated by organizational culture.

Keywords: *Transformational Leadership, Organizational Culture, Organizational Performance*