

## **ABSTRACT**

To measure the success that occurs within the company, assessment regarding the quality of their human resources is needed, especially regarding the company's leadership styles, organizational culture, and knowledge sharing activities. This study investigates the impact of Organizational Culture Leadership on Knowledge Sharing at the Head Office of PT Pegadaian.

This study uses quantitative method with descriptive-causality research type. The sampling was carried out using probability sampling method of simple random sampling with 100 people participating as respondents. The data analysis technique used is descriptive analysis and Partial Least Square-Structural Equation Model (PLS-SEM) with SmartPLS 3.0 analysis tool.

The study findings show that there is a positive and significant relationship between leadership and organizational culture, organizational culture and knowledge sharing, and leadership to organizational culture through knowledge sharing and an indirect relationship between leadership and knowledge sharing. So that to increase knowledge sharing between the employees, the role of the leaders must be enhanced in the environmental activities of PT Pegadaian (Head Office).

**Keywords:** Leadership, Organizational Culture, Knowledge Sharing, PT Pegadaian (Head Office)