

ABSTRACT

PT Samsung Research and Development (SRIN) is part of the Samsung Group, established in Indonesia in 2012. SRIN is responsible for developing innovative technologies, designing new products, and improving existing products through the latest technologies, such as artificial intelligence. As a digital technology-based company, 80% of SRIN employees are dominated by millennials.

The main objective of this study is to identify digital leadership practice at SRIN, to describe the implementation of coaching, specify the employee performance, and determine the impact of digital leadership and millennial employee performance mediated by coaching at SRIN.

Data was collected using a questionnaire filled out by 100 millennial employees working in various SRIN departments. The data obtained is analyzed using descriptive analysis techniques, outer models, inner models, and path analysis using the Smart PLS-4 application.

Based on the descriptive analysis, the results obtained were that the digital leadership, coaching, and employee performance variables at SRIN were in the “very good” category. Meanwhile, from the results of hypothesis testing using path coefficient, it was found that partially digital leadership through coaching had a positive and significant effect on the performance of millennial employees with score result 0,415.

In the academic area, this research contributes to the literature on digital leadership, coaching, and employee performance. It provides empirical evidence about the relationship between the three variables in the context of digital technology-based companies. For organizations, these findings emphasize the importance of developing digital leadership skills and implementing coaching programs to improve the performance of millennial employees in today's digital era.

Keywords: *Digital Leadership Skills, Organizational Communication, Employee Performance, Millennial.*