

## **ABSTRACT**

PT PLN (Persero) South Sumatra, Jambi and Bengkulu is one of the operational units of PT PLN (Persero), based on the performance evaluation report and realization of performance achievements, there are still several performance indicators that have not been achieved, one of which is a concern for PLN management, namely Electricity Sales performance has not yet met the target, apart from that the results of the culture health index survey show that the level of cultural entropy is at the minor issues level, which means it requires cultural and structural adjustments, leadership concern is also an aspect that requires improvement.

Currently the company has carried out several strategic programs, one of which is through the implementation of a corporate culture program that is oriented towards employee performance, where the culture program targets are aligned with KPI (Key Performance Index) targets and increasing the role of leadership. This research aims to find out how organizational culture and transformational leadership work. has a direct influence on employee performance.

This research uses a causal study with a quantitative approach and survey research strategy. The research population consisted of employees of PT PLN (Persero) South Sumatra, Jambi and Bengkulu. The sampling technique uses the total sampling method. The research sample consisted of 288 respondents. The data collection technique uses a survey with a closed questionnaire. Data analysis was carried out using continuum lines and SEM-PLS analysis as well as hypothesis testing using full model Structural Equation Modeling (SEM) analysis with smartPLS.

The results of the research show that organizational culture is in the strong category, and transformational leadership is in the effective category and employee performance is in the high category, organizational culture has a positive and significant effect on employee performance, transformational leadership does not have a significant effect on employee performance.

It is hoped that the results of this research will bring benefits in the form of further insights that will help a company improve the performance of its employees related to organizational culture and transformational leadership.

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