SUMMARY

ANGGI MARCHILINA SAMUDRA. Improvement Strategy Of Employee Performance PT. PLN (Persero) Area Gorontalo. Supervised by SYAMSUL MAARIF dan JOKO AFFANDI

Every year, the demand for electricity in Gorontalo keeps on increasing, thus requiring PT. PLN (Persero) to always improve the performance of their employees for the company to continue to grow. However, in the year 2016-2017, a decrease in performance was shown at PT. PLN (Persero) Area Gorontalo. Based on these facts, this study wanted to observe the influence of leadership and job satisfaction on employee performance and what strategies are done to improve employee performance in PT. PLN (Persero) Area Gorontalo.

The method used in this study is Structural Equation Model (SEM) method with Partial Least Squares (PLS) approach using SmartPLS software and Analytical Hierarchy Process (AHP) method using Expert Choice 11 software.

The result of this research shows that leadership style have a significant effect on employee satisfaction but has no significant effect on employee performance, and job satisfaction have a significant effect on employee performance. Then, the proper strategy formulation in order to improve performance is to improve employee prosperity, increase employee competence through employee education and training, improve performance monitoring and evaluation, improve leadership style, and adjustment of employee recruitment.

Keywords: leadership style, job satisfaction, employee performance, improvement performance