



THE EFFECT OF TRANSFORMATIONAL, TRANSACTIONAL, AND DIGITAL LEADERSHIP ON EMPLOYEE PERFORMANCE IN THE NEW NORMAL ERA (STUDY ON EMPLOYEES OF ANNA MEDIKA MADURA RSU)

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ABSTRACT

Background: Leadership style is employee oriented and improves performance as well as builds a connection with each other trust, value, and respect. Leadership style is a technique used by a leader with destination control over other people's actions this interpreted that successful organization in communication among tops and bottoms is also determined by style leadership.

Objectives: Study this measure of influence style leadership transformational, transactional are digital towards performance employees at RSU Anna Medika Madura in the new normal era.

Methods: Study this is study quantitative with SPSS 25 program for windows. The population used as many as 65 respondents. Method analysis in a study is analysis regression multiple.

Results: Research Results show that variable style leadership transformational (X_1) no take effect by significant to performance employee with value (X_1) = $0.173 > 0.05$, style leadership transactional (X_2) effect by significant to performance employee with value (X_2) = $0.000 < 0.05$, variable style digital leadership (X_3) influential by significant to performance employee with value (X_3) = $0.000 < 0.05$.

Conclusion: Leadership style transactional and digital effect significant to performance employees in the new normal era at RSU Anna Medika Madura. The new normal era coincides with digital transformation, and here the role of a capable leader to face digital change is very holding role important, think this is related to the enhanced performance of employees.

PENDAHULUAN / INTRODUCTION

Excellent service provided by the house sick in accordance with destination organization, need source power humans who don't only quality but also have performance with good (Tamuntuan, 2021). Source power man at home very complex pain there is variety type mutually exclusive professions interact that is power health or non health workers (Law RI, 2009).

In the situation sector Covid-19 pandemic service health are the most affected and should ready with condition facility service customized health with protocol Covid-19 prevention on every gift service thing this aim prevent Covid-19 transmission in the environment house sick good for patient or officer health. Application protocol health at home is a form of enhancement quality service during the new normal era (Article & Patattan, 2021). On condition this of course it also has an effect to performance employees, because the more increase burden work with application habit new that.

Leadership style is technique used a leader with destination control other people's actions this interpreted that success organization in communicate among tops and bottoms are also determined by style leadership. Leadership style employee oriented and improve performance as well as build connection each other trust, respect and respect (Susvianti *et al*, 2021).

Leader influence various aspect behavior employees, results study show style leadership transformational influence behavior creative employees and their performance (Mahmood *et al*, 2018).

In realize utilization technology information in sector government, role leader is something digital imperatives and leadership are also becoming part important street implementation digital transformation (Tulungen *et al*, 2022). Destination

Study this is measure influence style leadership transformational, transactional and digital towards performance employees at RSU Anna Medika Madura in the new normal era.

METODE PENELITIAN / METHODS

Research design

Study this held at RSU Anna Medika Madura. Implementation research on the moon August – September 2022. Research design is study quantitative with approach *cross sectional*. Study quantitative is method research based on philosophy positivism, used for research on population or sample certain, data collection using research instruments, data analysis is quantitative or statistics, with destination for test the established hypothesis (Sugiyono, 2019). Whereas approach *cross sectional* is study for learn dynamics correlation among factors risk with effect on a time (*point time approach*) (Notoatmodjo, 2018).

Study Participants

Population in study this is whole there are 80 employees of RSU Anna Medika Madura. Taking sample use formula slovin and got sample totaling 65 respondents.

1. Criteria exclusion include :
 - a. Respondents _ sick or unable to present moment study in progress
 - b. Respondent with working period not enough from 1 year
2. Criteria inclusion include :
 - a. Ready to be respondents by signed *informed consent*
 - b. Respondent with working hours more from 1 year

Sampling technique used regards study this *purposive sampling* that is taking sample with consideration certain like traits or features population that has is known previously (Notoatmodjo, 2018).

Instrument and Data Collection

Instrument study is tools that will used for data collection . Instrument study could in the form of questionnaire (question list), form observation, other related forms with recording and so on (Notoatmodjo, 2018). Instrument in study this use questionnaire a total of 50 questions consisting of 19 questions style leadership transformational, 7 questions style leadership transactional, 10 questions digital leadership and 14 questions performance employees.

Data Analysis

Data analysis in study this use multiple linear regression. Multiple linear regression tests are used to measure influence a number of variable independent and one variable dependent. In regression test research multiple for knowing how far is the influence style leadership transformational, transactional and digital towards performance employee using SPSS 25 for windows program, with compare results score *sign*.

HASIL PENELITIAN / RESULTS

1. Influence style leadership transformational (X_1) to performance employee (Y)

Based on results study show score significance more big from 0.05 i.e. $0.173 > 0.05$. This thing means no there is influence by significant Among style leadership transformational to performance employees .

2. Influence style leadership transactional (X_2) against performance employee (Y)

Based on results study show score significance more small from 0.05 i.e. $0.000 < 0.05$. This thing means there is influence by significant Among style leadership transactional to performance employees .

3. Influence style digital leadership (X_3) against performance employee (Y)

Based on results study show score significance more small from 0.05 i.e. $0.000 < 0.05$. This thing means there is influence by significant Among style digital leadership towards performance employees.

PEMBAHASAN / DISCUSSION

1. Not there is influence significant Among style leadership transformational to performance employees . Research results this no in line with research conducted by Nasir (2022) leadership transformational lead significant to performance MSME employees. Research results Mulyatiningsih and Sasyari (2021) leadership transformational have influence strong positive on empowerment the place work that improves Satisfaction work nurse and lower amount adverse event patient .
2. There is influence significant among style leadership transactional to performance employees. Research results this support study previously Burhanudin and Kurniawan (2020) show that style leadership transactional take effect positive and significant to performance Bank BRI branch employees Purworejo, Central Java. Leadership transactional focus on explaining participation or role and requirements for employees, as well as give appreciation positive and negative, depending on the performance that follows. In style leadership transactional, leader determine goal, leader to do supervision to progress achievement goal, give award and give punishment to employee related with level achievement destination them .
3. There is influence significant among style digital leadership towards performance employees. Research results this in line with study Zeike *et al* (2019) show that Skills in digital leadership significant related with well-being more psychological high. Research results it also

supports study previously Wesly *et al* (2021) results testing hypothesis by partial with using t test shows that there is influence significant among *digital leadership to sustainability management*. There is six characteristics main Digital leaders include :

- a. Knowledge and digital literacy, knowledge about possibility change related digitization
- b. Have clear vision, goals regarding the desired digital transformation process
- c. Focus on the customer, consider hopes and desires related customers with digital processes
- d. Capability, ability adapt well and quickly against work process changes
- e. Taking risk, build culture critics constructive with to do test as well as innovate
- f. Collaboration, strengthening cooperation in among employee in thing location, time, culture etc

KESIMPULAN / CONCLUSSION

Based on results research conducted by researchers there is a number of conclusion, that is

1. Leadership style transformational no take effect by significant to performance employees of RSU Anna Medika Madura in the New Normal Era with score $sign\ 0.173 > 0.05$.
2. Leadership style transactional and digital effect by significant to performance employees of RSU Anna Medika Madura in the New Normal Era with score $sign\ 0.000 < 0.005$.

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