

ABSTRAK

PT. Bank X,Tbk sebagai bank swasta terbesar di Indonesia memiliki kemampuan dalam menjaga tingkat kepuasan dan loyalitas kerja karyawannya sebagai modal utama. Khusus Bank X cabang utama S121 telah berhasil dalam menerapkan pengembangan *coaching* yang didukung oleh *leadership* yang kompeten diperusahaan.

Namun dengan adanya perkembangan tuntutan perekonomian dan kompleksitas kebutuhan nasabahnya, maka dibutuhkan *Transformational Leadership* yang memiliki kemampuan untuk meningkatkan motivasi dan komitmen di pengikutnya dengan demikian para pengikutnya akan memiliki *Affective Commitment* yaitu keterikatan dengan organisasi sebagai kedekatan emosional maka diharapkan dapat meningkatkan *Employee Performance* yaitu hasil kinerja yang telah ditetapkan oleh perusahaan.

Dimana peningkatan kinerja karyawan dapat dilakukan dengan pengembangan budaya yang sudah berjalan di PT Bank X cabang utama S121 berupa *coaching* . untuk melihat sejauh mana hubungan tersebut dilakukan dengan survei kepada 51 orang karyawan di cabang utama S121. dimana hasil hipotesa pertama *transformasional leadership* berpengaruh positif dan signifikan terhadap *Affective Commitment*, untuk hipotesa kedua *Affective Commitment* berpengaruh positif dan signifikan terhadap *Employee Performance* sedangkan hipotesa ketiga *Affective Commitment* dengan *moderasi coaching* terhadap *Employee Performance* berpengaruh positif tidak signifikan maka dengan penelitian tersebut diharapkan dapat memberikan gambaran *menagement* perusahaan dalam melihat *coaching* sebagai budaya di Bank X cabang utama S121.

Kata Kunci : *Transformational Leadership* , *Affective Commitment*, *Employee Performance*, *coaching*

ABSTRACT

PT. Bank X, Tbk as the largest private bank in Indonesia has the ability to maintain the level of satisfaction and loyalty of its employees as the main capital. Specifically Bank X, the main branch of S121, has been successful in implementing coaching development supported by competent leadership in the company.

But with the development of economic demands and the complexity of the needs of its customers, it requires Transformational Leadership that has the ability to increase motivation and commitment in followers so that followers will have an Affective Commitment that is attachment to the organization as emotional closeness, it is expected to increase Employee Performance that is the result of performance has been established by the company.

Where improving employee performance can be done with the development of culture that has been running at PT Bank X S121 main branch in the form of coaching. to see the extent of the relationship carried out by a survey of 51 employees in the main branch of S121. where the results of the first hypothesis of transformational leadership have a positive and significant effect on Affective Commitment, for the second hypothesis Affective Commitment has a positive and significant effect on Employee Performance while the third hypothesis of Affective Commitment with moderation coacing on Employee Performance has no positive significant effect then the research is expected to provide a picture of menagement the company sees coaching as a culture at Bank X S121's main branch.

Keywords: Transformational Leadership, Affective Commitment, Employee Performance, coaching