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Research Article

The Role of Transformational Leadership, Organizational Culture and Organizational Commitment on SMEs Performance in the Digital Era

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Samuel P.D. Anantadjaya^{1*}, Irma Nawangwulan², Krisdiana Krisdiana³, Timotius A Rachmat⁴, Aditya N. Putra²

1: IPMI Business School

2: IULI - International University Liaison Indonesia

3: Universitas Swadaya Gunung Djati

4: Universitas Agung Podomoro

*Contact email: ethan.eryn@gmail.com

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Abstract

Analyzing the relationships between organizational commitment and performance, organizational culture and performance, and transformational leadership and performance are the main goals of this study. With the goal of elucidating the causal relationship between research variables and testing hypotheses, this study used an explanatory research approach. The 760 employees of SMEs made up the study's population. Meanwhile, 240 employees were randomly sampled using simple random sampling to establish the quantity and amount of samples in this study. An online questionnaire was employed as the data gathering method. In order to do route analysis using latent variables, this data will be evaluated quantitatively using the partial least squares – structural equation model (PLS-SEM) statistical analysis method. SmartPLS 3.0 is the data processing program. The term "second generation" multivariate analysis is frequently used to describe this technique. The statement items on the questionnaire have a Likert scale ranging from 1 to 7. Validity, reliability, significance, and hypothesis testing are the steps in the data analysis process. This study concludes that there is a positive and significant relationship between organizational commitment, organizational culture, and transformational leadership, individually and together impacting performance.

Keywords transformational leadership organizational culture organizational commitment performance smes digital era

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