

ABSTRAK

Penelitian ini bertujuan menguji jenis strategi kepemimpinan yang tepat dan sesuai untuk meningkatkan kinerja di organisasi sektor publik. Jenis strategi kepemimpinan yang diteliti adalah [1] *goal-setting and performance review*, [2] *effective communication*, [3] *training, coaching, and counseling*, dan [4] *good working environment and teamwork*. Penelitian ini menggunakan metode survei dengan menyebarkan kuesioner pada 203 orang pejabat eselon II, III, dan Koordinator Bidang di Badan Kependudukan dan Keluarga Berencana Nasional Republik Indonesia (BKKBN RI) yang berada di BKKBN Pusat dan Perwakilan BKKBN di Provinsi, diuji dengan analisis faktor dan *structural equation model – partial least square* (SEM PLS) untuk menjawab lima pertanyaan penelitian. Hasil penelitian menunjukkan bahwa terdapat empat faktor yang membentuk strategi kepemimpinan yakni [1] *goal-setting and performance review*, [2] *effective communication*, [3] *training, coaching, and counseling*, dan [4] *good working environment and teamwork*. Keempat faktor strategi kepemimpinan tersebut berpengaruh positif dan signifikan terhadap kinerja organisasi sektor publik.

Kata Kunci: Strategi Kepemimpinan, Peningkatan Kinerja.

ABSTRACT

This study aims to examine the right type of leadership strategy to improve performance in public sector organizations. The types of leadership strategies studied are [1] goal-setting and performance review, [2] effective communication, [3] training, coaching, and counseling, and [4] good working environment and teamwork. This study uses a survey method by distributing questionnaires to 203 echelon II, III, and Field Coordinators at representatives of the Central and Provincial Population and Family Planning Board of the Republic of Indonesia (BKKBN RI). The data were tested by factor analysis and structural equation model – partial least square (SEM PLS) to answer five research questions. The results show that there are four factors that shape the leadership strategy, namely [1] goal-setting and performance review, [2] effective communication, [3] training, coaching, and counseling, and [4] good working environment and teamwork. The four factors of leadership strategy have a positive and significant impact on the performance of public sector organizations.

Keywords: *Leadership Strategy, Performance Improvement.*