

ABSTRACT

This study aims to provide an overview of transformational leadership, work motivation, and employee performance at PT Niaga Nusa Abadi Bandung, and to analyze how transformational leadership and motivation affect performance.

The research is based on a decline in employee performance target achievements during several quarters of 2024, highlighting the need to evaluate internal organizational factors, particularly leadership and motivation.

A quantitative approach with a descriptive-causal design was used. All 141 employees participated through saturated sampling. Data were collected via questionnaires and analyzed using PLS-SEM with SmartPLS software.

Results show transformational leadership significantly influences performance (t-statistic 3.820; p-value 0.000), as does work motivation (t-statistic 4.213; p-value 0.000). Transformational leadership is rated effective (79.10%), with inspirational motivation as the dominant dimension. Motivation is high (79.86%), supported by strong social dynamics. Employee performance is good (81.29%), with responsibility as the leading indicator.

These findings emphasize the importance of inspirational leadership and sustained motivation in driving performance. The company is advised to strengthen transformational leadership and design systems that support motivation both internally and externally. This study aims to offer strategic insights for human resource development, particularly in the distribution and marketing sector.

Keywords: *Transformational Leadership Style, Work Motivation, Employee Performance*