

## ABSTRACT

### THE INFLUENCE OF LEADERSHIP ON EMPLOYEE PERFORMANCE WITH JOB SATISFACTION AS AN INTERVENING VARIABLE (Case Study of Employees at DNA Creative Agency)

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This study aims to determine the effect of *leadership* on employee performance with job satisfaction as a mediating variable. In today's dynamic work environment, especially in the creative industry, companies need to understand the role of *leadership* in enhancing employee satisfaction and performance. This research uses a quantitative approach with a survey method by distributing questionnaires to 135 respondents who are employees of DNA Creative Agency. The collected data were analyzed using Structural Equation Modeling (SEM) with the SmartPLS software. The results show that *leadership* has a positive and significant effect on both job satisfaction and employee performance, either directly or indirectly. Job satisfaction also has a positive effect on employee performance and acts as a partial mediating variable in the relationship between *leadership* and employee performance. Therefore, effective *leadership* can increase employee job satisfaction, which in turn drives better performance. In conclusion, these three variables are interconnected and jointly contribute significantly to improving employee performance in a creative work environment.

**Keywords:** Leadership, Job Satisfaction, Employee Performance, DNA Creative Agency