

**PENGARUH *CORPORATE CULTURE*, MOTIVASI KARYAWAN, DAN
INOVASI ORGANISASI TERHADAP PRAKTIK KEPEMIMPINAN
TRANSFORMASIONAL DI PT KAI DAOP 6 YOGYAKARTA**

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh *corporate culture*, motivasi karyawan, dan inovasi organisasi terhadap praktik kepemimpinan transformasional di PT KAI DAOP 6 Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel ditentukan menggunakan teknik *purposive sampling*, dan kuesioner disusun menggunakan *skala Likert* lima poin. Sebanyak 95 responden yang merupakan karyawan tetap PT KAI DAOP 6 Yogyakarta dengan masa kerja minimal satu tahun terlibat dalam penelitian ini. Instrumen penelitian berupa kuesioner tertutup, dan teknik analisis yang digunakan adalah regresi linier berganda. Hasil analisis menunjukkan bahwa, baik secara parsial maupun simultan, *corporate culture*, motivasi karyawan, dan inovasi organisasi berpengaruh positif dan signifikan terhadap praktik kepemimpinan transformasional. Penelitian ini diharapkan memberikan implikasi praktis bagi pengembangan strategi kepemimpinan dan pengelolaan sumber daya manusia dalam organisasi transportasi publik.

Kata Kunci: *Corporate Culture, Motivasi Karyawan, Inovasi Organisasi, Kepemimpinan Transformasional, PT KAI.*

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**THE INFLUENCE OF CORPORATE CULTURE, EMPLOYEE
MOTIVATION, AND ORGANIZATIONAL INNOVATION ON
TRANSFORMATIONAL LEADERSHIP PRACTICES AT PT KAI DAOP 6
YOGYAKARTA**

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Abstract

This study examines the influence of corporate culture, employee motivation, and organizational innovation on transformational leadership practices at PT KAI DAOP 6 Yogyakarta. A quantitative approach, utilizing a survey method, was employed. The sample was selected through purposive sampling, and the questionnaire was designed using a five-point Likert scale. A total of 95 respondents, all permanent employees of PT KAI DAOP 6 Yogyakarta with a minimum of one year of service, participated in this study. The research instrument consisted of closed-ended questionnaires, and the data were analyzed using multiple linear regression analysis. The results indicate that both individually and collectively, corporate culture, employee motivation, and organizational innovation have a positive and significant impact on transformational leadership practices. This study aims to provide practical implications for the development of leadership strategies and human resource management within public transportation organizations.

Keywords: *Corporate Culture, Employee Motivation, Organizational Innovation, Transformational Leadership, PT KAI.*