

ABSTRAK

Dalam era perkembangan industri ritel yang semakin kompetitif, perusahaan dituntut untuk mampu meningkatkan kualitas pengelolaan sumber daya manusia (SDM) agar dapat bertahan dan mencapai kinerja yang optimal. Kinerja SDM yang baik sangat diperlukan untuk menunjang keberhasilan operasional perusahaan. Namun demikian, masih terdapat permasalahan terkait pencapaian kinerja karyawan yang belum sesuai target, sehingga diperlukan analisis terhadap faktor-faktor yang memengaruhi peningkatan kinerja tersebut. Penelitian ini berfokus pada pengaruh *Humanistic Leadership*, *Strategic Power Leadership*, *Visionary Leadership*, dan *Knowledge Management* terhadap kinerja SDM karyawan retail di Kabupaten Semarang. Keempat faktor tersebut diyakini berperan penting dalam mendorong efektivitas kerja karyawan melalui penguatan kepemimpinan dan pengelolaan pengetahuan yang terstruktur. Penelitian ini merupakan penelitian kuantitatif dengan teknik pengambilan sampel purposive sampling yang melibatkan 100 responden karyawan retail di Kabupaten Semarang. Pengumpulan data dilakukan menggunakan kuesioner skala Likert 5 poin, kemudian dianalisis menggunakan uji validitas, reliabilitas, uji asumsi klasik, dan regresi linier berganda dengan bantuan software SPSS versi 26. Hasil penelitian menunjukkan bahwa *Humanistic Leadership*, *Strategic Power Leadership*, *Visionary Leadership*, dan *Knowledge Management* berada pada kategori baik hingga sangat baik dan berpengaruh signifikan terhadap kinerja SDM. Temuan penelitian juga mengungkap bahwa *knowledge management* menjadi faktor yang paling dominan dalam meningkatkan efektivitas kerja. Selain itu, penelitian ini menegaskan bahwa penerapan gaya kepemimpinan yang humanis, strategis, dan visioner, serta pengelolaan pengetahuan yang optimal, mampu meningkatkan kualitas dan produktivitas karyawan.

Kata kunci: *Humanistic Leadership*, *Strategic Power Leadership*, *Visionary Leadership*, *Knowledge Management*, Kinerja SDM, Retail.

ABSTRACT

In the era of increasing competition within the retail industry, companies are required to continuously improve the quality of human resource (HR) management in order to remain competitive and achieve optimal performance. Strong HR performance is essential to support the operational success of a company. However, various issues related to employee performance that has not yet met organizational targets indicate the need for further analysis of the factors influencing performance improvement. This study focuses on examining the effects of Humanistic Leadership, Strategic Power Leadership, Visionary Leadership, and Knowledge Management on the HR performance of retail employees in Semarang Regency. These four factors are believed to play an important role in enhancing employee effectiveness through strengthened leadership and structured knowledge management practices. This research is a quantitative study using a purposive sampling technique involving 100 retail employees in Semarang Regency. Data were collected using a five-point Likert-scale questionnaire and analyzed through validity and reliability testing, classical assumption testing, and multiple linear regression with the assistance of SPSS version 26. The results indicate that Humanistic Leadership, Strategic Power Leadership, Visionary Leadership, and Knowledge Management fall into the good to very good categories and have a significant influence on HR performance. The findings also reveal that knowledge management is the most dominant factor in enhancing employee effectiveness. Furthermore, the study emphasizes that the implementation of humanistic, strategic, and visionary leadership, along with effective knowledge management, can significantly improve employee quality and productivity.

Keywords: *Humanistic Leadership, Strategic Power Leadership, Visionary Leadership, Knowledge Management, Human Resource Performance, Retail.*