

## ABSTRAK

Tujuan dari penelitian ini adalah menganalisis dan mendeskripsikan peran *kompetensi* dalam memediasi pengaruh *kebijakan rekrutment* dan *kepemimpinan transformasional* terhadap *kinerja SDM*. Penelitian ini menggunakan kuesioner untuk mengambil data pada konsumen di PT.Equityworld Futures Cabang Kota Semarang sebanyak 100 orang. Teknik pengambilan sampel menggunakan teknik *accidental sampling*, yang artinya teknik penentuan sampel dengan secara kebetulan. Metode analisis ini menggunakan analisis jalur (*path analysis*).

Hasil penelitian ini menunjukkan bahwa adanya pengaruh positif dan signifikan antara variabel *kebijakan rekrutment* terhadap *kompetensi*, pengaruh positif dan signifikan antara variabel *kepemimpinan transformasional* terhadap *kompetensi*, pengaruh positif dan signifikan antara variabel *kebijakan rekrutment* terhadap *kinerja SDM*, pengaruh positif dan signifikan antara variabel *kepemimpinan transformasional* terhadap *kinerja SDM*, pengaruh positif dan signifikan antara *kompetensi* terhadap *kinerja SDM*. Serta variabel *kompetensi* terbukti memediasi variabel *kebijakan rekrutment* terhadap *kinerja SDM* dan variabel *kompetensi* terbukti memediasi variabel *kepemimpinan transformasional* terhadap *kinerja SDM*.

**Kata kunci** : *kebijakan rekrutment, kepemimpinan transformasional, kompetensi dan kinerja SDM.*

## **ABSTRACT**

*The purpose of this research is to analyse and describe the role of competency in the dissemination of recruitment policy influence and transformational leadership towards HR performance. This research uses questionnaires to collect data on HR at PT. Equityworld Futures Branch of Semarang as much as 100 people. Sampling techniques use accidental sampling techniques, which means the technique of sampling by chance. This method of analysis uses Path Analysis.*

*The results showed that there was a positive and significant influence between the recruitment policy variables on competence, positive and significant influence between the transformational leadership variables on competence, positive influence and significant between the recruitment policy variables on HR performance, the positive and significant influences between the transformational leadership variables to the HR performance, the positive and significant influence between the competencies is the HR performance. As well as a proven variable of kopetension, the recruitment policy variables mediate HR performance and competency variables are proven to transmit transformational leadership variables to HR performance.*

*Keywords : recruitment policy, transformational leadership, competence and HR performance.*