

ABSTRACT

Labor service company provider in the field of security to prepare personnel professional security guards and one of Vendor Business Process Outsourcing is PT. Bravo Satria Perkasa. Leadership has an important role in an organization. One approach to leadership is transformational leadership means leadership that has a vision for the future and be able to identify changes in the environment. Transformational leadership must be able to generate high motivation to subordinates to carry out the tasks assigned to him. This shows transformational Leadership and motivation has an important role in improving employee performance.

The purpose of this study was to determine the effect of transformational leadership styles and motivation on employee performance at PT. Bravo Satria Perkasa Semarang area. In this study, using the theory of transformational leadership style according Umam, according Hasibuan motivation theory, and the theory according Sudarmanto performance. This research is descriptive causal and quantitative research methods. Data collected by distributing questionnaires to 34 respondents with a sampling technique used is nonprobability sampling saturated sample types. Analysis of the data used is multiple linear regression analysis.

From the results we concluded that transformational leadership and motivation significant effect on employee performance.

Keywords: *Transformational leadership Motivation, Employee Performance.*