

ABSTRACT

To encourage employees to excel and be able to work in accordance with what is desired by the company, every employee should have a high motivation and loyalty to the company in which they work so as to provide positive contribution in the achievement of corporate goals. But it all will not be achieved without a strong motivator of the company and especially the leaders of the company. Good performance will be obtained if the employee has a highly motivated and loyal to the company. To achieve this, it needs to be supported by appropriate leadership style.

The purpose of this study was to determine how much the influence of leadership style towards employees motivation of PT. Karya Kita Bandung. The method used in this research is explanatory. The number of samples taken in this study was 100 respondents slovin sampling method.

Based on the results of hypothesis testing, it can be seen that the leadership style variable significant effect on employee motivation PT. Karya Kita Bandung. The magnitude of the effect of leadership style on employee motivation 50.1%. While the other 49.9% is contributed by other variables not examined.

Keyword : Organizational Behavior, Leadership Style, Employee Motivation