

ABSTRACT

In the era of globalization, Companies are required to improve the quality of Human Resources (HR) in order to overcome increasingly intense competition and growing consumer demands. PT. Astra International Tbk - Toyota Sales Operation (AUTO2000) Branch Soekarno Hatta Bandung, realized that the good relations pattern system that occurs within the company itself is an important aspect to examine further in order to maximize the performance of sales team which by applying a democratic leadership style that will have a positive impact to company performance

This research is a quantitative research. The type of this research used is a descriptive and informal method. The purpose of this study is to determine the influence of democratic leadership style of sales team supervisor on sales team performance in PT. Astra International Tbk - Toyota Sales Operation (AUTO2000) Branch of Soekarno Hatta Bandung. The type of sample used is saturated sampling. Data collection was done by distributing questionnaires to 72 people. Data analysis technique used is simple regression analysis.

Based on the result of simple linear regression analysis, a democratic leadership style improves employee performance of sales to 0.570. Moreover, this leadership style effect on employee sales performance of 49.1% and 50.9% influenced by other factors. Suggestions given by the author for the company is to conduct achievement motivational training and improve the current style of democratic leadership which already applied, especially on supervising sales team.

Keywords: Human Resources, Democratic Leadership Style, Employee Performance