

ABSTRACT

In an increasingly competitive business environment, it is important for entrepreneurs to maintain their position and plan effective business strategies. One important factor is consumer trust, which is influenced by positive perceive quality. To achieve this goal, effective organizational communication and leadership are needed to drive the organization and set clear goals. This research focuses on leadership interactions in increasing positive perceptions of company quality among employees of Waterboom Jaya Tirta Abadi Purwakarta, a tourism business. The research method uses qualitative with a case study approach, data collection through interviews with 8 informants, and literature study, as well as using triangulation of sources and techniques for data validity. The results of the research show that good organizational communication and interaction between leaders and employees produce results in increasing positive perceptions of the company's quality, through internal processes in providing clear information and direction by leaders, providing motivation in the form of incentives, implementing a transformational leadership style, and applying it to externally in the form of good interaction between employees and visitors in the form of service. However, problems arise from the absence of a formally written organizational structure and operational standards as well as inadequate resources. Nevertheless, contributions from leaders and employees can overcome these challenges so that they can achieve their goal of increasing positive perceptions of the company's quality in the eyes of consumers.

Keywords: *Organizational Communication, Positive Perception of Quality, Leadership, Interaction, Organization*