

ABSTRACT

Companies are currently competing to improve employee performance so that companies can survive amidst increasingly fierce competition. One effort to improve performance is by managing human resources well to produce good quality resources. This research aims to analyze the influence of leadership style and work motivation on employee performance at the Department of Industry and Trade, Tabanan Regency, Bali Province.

This research uses quantitative methods with descriptive research type. This research was conducted at the Department of Industry and Trade, Tabanan Regency, Bali. In this research, the samples used in this research were all 41 employees at the Department of Industry and Trade, Tabanan Regency, Bali, using a saturated sampling method, using the entire population as a sample. Then for analysis techniques using multiple linear regression analysis and data processing using SPSS version 29 software.

Based on the results of the descriptive analysis, it is explained that leadership style, work motivation and employee performance are included in the good category. Then Leadership Style and Work Motivation have a significant simultaneous or partial effect on employee performance at the Department of Industry and Trade, Tabanan Regency, Bali. The results of this research can be concluded that based on the F test that Leadership Style and Work Motivation simultaneously and significantly influence employee performance.

Keywords: *Leadership Style, Work Motivation, Employee Performance.*