

ABSTRACT

This research aims to analyze the leadership style at CV SURITAUDAN, evaluate employee performance, and identify the influence of leadership style on this performance. Using quantitative methods with surveys, this research measures employee perceptions regarding their leadership style and performance. The results are expected to provide an understanding of the role of leadership style in improving employee performance as well as recommendations for effective leadership strategies for companies.

This research uses quantitative methods based on the philosophy of positivism, aiming to test hypotheses that have been established using research instruments and statistical data analysis. Based on the characteristics of the research, this type of research is causal, with a type of investigation that does not involve researcher intervention, individual analysis units, and uses a cross-sectional approach. Data is collected through surveys which aim to obtain information regarding beliefs, opinions and variable relationships between samples and certain populations. This research is also descriptive in nature and focuses on testing hypotheses to understand the phenomenon under study, in accordance with basic research principles.

This research uses descriptive statistical analysis to describe the perceptions of 25 respondents who are CV employees. Suritauladan on leadership and employee performance variables in the company. The leadership variable (X) includes six dimensions: strategy, caring, cohesiveness, stimulating, appreciative, and visionary. The results of the processed data show the distribution of respondents' answers regarding each of these dimensions, providing an in-depth picture of employee perceptions of the leadership style applied at CV. Suritauladan. This research aims to understand how various aspects of leadership influence employee performance in the company.