

INTISARI

Tujuan dari penelitian ini adalah untuk mengukur pengaruh Gaya kepemimpinan (transaksional dan transformasional) terhadap kepuasan kerja karyawan di departemen operasional dan pemasaran PT. EWS. Hipotesis yang diajukan adalah: a) ada pengaruh gaya kepemimpinan yang signifikan terhadap kepuasan kerja karyawan, b) ada pengaruh gaya kepemimpinan transaksional terhadap kepuasan kerja karyawan, c) ada pengaruh gaya kepemimpinan transformasional terhadap kepuasan kerja karyawan.

Penelitian ini dilakukan di PT. EWS, dimana populasinya adalah karyawan di departemen operasional dan pemasaran PT. EWS. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner terhadap 74 responden secara *convenience*, dengan menggunakan Skala Likert untuk teknik pengukuran kuesionernya.

Hasil penelitian data menunjukkan: a) terdapat pengaruh gaya kepemimpinan yang signifikan terhadap kepuasan kerja karyawan, b) terdapat pengaruh gaya kepemimpinan transaksional terhadap kepuasan kerja karyawan, c) terdapat pengaruh gaya kepemimpinan transformasional terhadap kepuasan kerja karyawan.

Kata kunci: Kepemimpinan Transaksional, Kepemimpinan Transformasional, Kepuasan Kerja Karyawan

ABSTRACT

This research was aimed to examine influence of leadership styles (transactional leadership styles and transformational leadership styles) to employee's job satisfaction in operational and marketing department PT. EWS. The hypotheses were tested: a) there was significant influence between leadership styles to employee's job satisfaction, b) there were influence of transactional leadership styles to employee's job satisfaction, c) there were influence of transformational leadership styles to employee's job satisfaction.

Research done in operational and marketing department PT. EWS, and their workers are its population. Sample taken by convenience sampling technique. Data collecting technique done through 74 respondent. Method of Likert Scale is used for data measurement technique.

The results indicate that: a) there was significant influence between leadership styles to employee's job satisfaction, b) there were influence of transactional leadership styles to employee's job satisfaction, c) there were influence of transformational leadership styles to employee's job satisfaction

Key word: Transactional Leadership Styles, Transformational Leadership Styles, Employee's Job Satisfaction.