

INTISARI

Gaya kepemimpinan merupakan salah satu faktor penentu dalam usaha perusahaan menciptakan keterikatan pegawai (*employee engagement*) di lingkungan kerjanya. Beberapa penelitian terdahulu telah membuktikan adanya korelasi dan pengaruh antara penerapan gaya kepemimpinan terhadap *employee engagement* yang terbentuk.

Penelitian ini ditujukan untuk membuktikan adanya pengaruh gaya kepemimpinan transaksional dan gaya kepemimpinan transformasional terhadap *employee engagement* di Kantor Pusat PT. Bank Central Asia, Tbk. Pengumpulan data dilakukan dengan penyebaran kuesioner kepada 365 karyawan kantor pusat BCA.

Dari hasil pengujian hipotesis menggunakan metode analisis regresi linier berganda pada penelitian ini diperoleh bahwa terbukti adanya hubungan positif dan signifikan antara variabel Kepemimpinan Transaksional (X1) dan Kepemimpinan Transformasional (X2) terhadap *Employee Engagement* (Y) di kantor pusat BCA.

Kata kunci : Kepemimpinan Transaksional, Kepemimpinan Transformasional, *Employee Engagement*.

ABSTRACT

Leadership style is one of the deciding factors for the business enterprise creating employee engagement in their work environment. Several previous studies have shown a correlation between the application and the effect of leadership style on employee engagement.

This study aimed to verify the effect of transactional leadership style and transformational leadership style on employee engagement at the Head Office of PT. Bank Central Asia Tbk. Data was collected by distributing questionnaires to 365 employees of BCA's headquarter.

From the results of hypothesis testing using multiple linear regression analysis method in this study was obtained that proved the existence of a positive and significant relationship between the variables Transactional Leadership (X1) and transformational leadership (X2) on Employee Engagement (Y) at the BCA's headquarter.

Keywords: Transactional Leadership, Transformational Leadership, Employee Engagement.