

ABSTRACT

***THE INFLUENCE OF LEADERSHIP STYLE ON EMPLOYEE
PERFORMANCE THROUGH WORK MOTIVATION
(A research of employees of the Production Section at CV Istimewa Jaya Digital
Printing Tasikmalaya)***

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This research purposed to determine and analyze leadership style, work motivation, and employe performance at CV Istimewa Jaya Digital Printing tasikmalaya and the influence of leadership style on employee performance throught work motivation in production employees at CV Istimewa Jaya Digital Printing Tasikmalaya. The research method used a survey methods with data collection techniques were carried out by distributing questionnaires to 35 respondents taken from production employees of CV Istimewa Jaya Digital Printing Tasikmalaya. Sampling used a purposive sampling and data analysis method used regression analysisof mediating variables with the Product of Coefficient. The research result showed that the leadership style, work motivation , and employee performance at CV Istimewa Jaya Digital Printing Tasikmalaya is classified as good. The result of the analysis show that there is a positive influence between leadership style on employee performance, leadership style on work motivation, and work motivation on employee performance in production employees at CV Istimewa Jaya Digital Printing Tasikmalaya. The results of the analysis also show that work motivation does mediated between leadership style and employee performance.

Keywords: Leadership Style, Work Motivation, Employee Performance

ABSTRAK

PENGARUH GAYA KEPEMIMPINAN TERHADAP KINERJA KARYAWAN MELALUI MOTIVASI KERJA (Kasus Pada Karyawan Bagian Produksi di CV Istimewa Jaya Digital Printing Tasikmalaya)

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Penelitian ini bertujuan untuk mengetahui dan menganalisis gaya kepemimpinan, motivasi kerja dan kinerja karyawan pada karyawan CV Istimewa Jaya Digital Printing Tasikmalaya dan pengaruh gaya kepemimpinan terhadap kinerja karyawan melalui motivasi kerja pada karyawan bagian produksi di CV Istimewa Jaya Digital Printing Tasikmalaya. Metode penelitian yang digunakan adalah metode survey dengan teknik pengumpulan data dilakukan dengan cara penyebaran kuesioner kepada 35 responden yang diambil dari karyawan bagian produksi di CV Istimewa Jaya Digital Printing Tasikmalaya. Penarikan sampel menggunakan *purposive sampling* dan metode analisis datanya menggunakan analisis regresi variabel mediasi dengan metode *Product of Coefficient*. Hasil penelitian menunjukkan bahwa gaya kepemimpinan, motivasi kerja, dan kinerja karyawan berada dalam klasifikasi baik. Hasil analisis menunjukkan adanya pengaruh positif gaya kepemimpinan terhadap kinerja karyawan, gaya kepemimpinan terhadap motivasi kerja, dan motivasi kerja terhadap kinerja karyawan pada karyawan bagian produksi di CV Istimewa Jaya Digital Printing Tasikmalaya. Hasil analisis juga menunjukkan bahwa motivasi kerja memediasi antara gaya kepemimpinan terhadap kinerja karyawan.

Kata Kunci: Gaya Kepemimpinan, Motivasi Kerja, Kinerja Karyawan