

ABSTRACT

***THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP
AND GROUP COHESIVENESS ON ORGANIZATIONAL
COMMITMENT***

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This study aimed to examine and analyze transformational leadership, group cohesiveness, and organizational commitment, as well as the influence of transformational leadership and group cohesiveness on the organizational commitment of employees in the Sales Promotion Girl division at Fashion Mall Plaza Asia Tasikmalaya. The research method used was a survey method with a quantitative approach, while the sampling technique employed was saturated sampling. The analysis tool used was multiple linear regression with SPSS Version 24 for Windows. The results of the study show that transformational leadership and cohesiveness groups have a positive and significant effect on organizational commitment.

Keywords: *Transformational Leadership, Group Cohesiveness, Organizational Commitment*