

PENGARUH GAYA KEPEMIMPINAN TRANSFORMASIONAL DAN TRANSAKSIONAL TERHADAP MOTIVASI KERJA KARYAWAN

(Studi Kasus PT. Bakrie Pipe Industries)

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh kepemimpinan transformasional dan transaksional secara parsial serta simultan terhadap motivasi kerja karyawan PT. Bakrie Pipe Industries (BPI). Penelitian ini menggunakan sampel sebanyak 100 responden yang merupakan karyawan tetap BPI pada 5 divisi *Logistic, Operation, Finance, Human Resources, dan Sales / Marketing*. Metode analisis yang digunakan adalah metode analisis regresi berganda untuk mengetahui pengaruh antara variabel-variabel bebas terhadap variabel terikat. Berdasarkan hasil penelitian dapat disimpulkan bahwa kepemimpinan di BPI didominasi oleh kepemimpinan transformasional membuat karyawan termotivasi karena kepemimpinan di dalamnya memberikan inspirasi dan lebih mengutamakan kemajuan organisasi serta memberikan perhatian yang baik pada karyawannya yang dinyatakan melalui nilai signifikan t sebesar 0,000 dan kepemimpinan transaksional terhadap motivasi kerja dengan t sebesar 0,000. Secara simultan atau bersamaan, kepemimpinan transformasional dan transaksional memiliki pengaruh yang positif dan signifikan terhadap motivasi kerja karyawan yang di nyatakan melalui nilai uji simultan atau uji f sebesar 73.991 yang kurang dari 0,05.

Kata Kunci: kepemimpinan transformasional, kepemimpinan transaksional, motivasi kerja karyawan

**THE EFFECT OF TRANSFORMATIONAL AND TRANSACTIONAL
LEADERSHIP TOWARD EMPLOYEE MOTIVATION
(Case Study at PT. Bakrie Pipe Industries)**

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ABSTRACT

This research is aimed to detect the effect of transformational and transactional leadership in partially and simultaneously on employee motivation conducted at PT. Bakrie Pipe Industries (BPI). This research is done by taking a sample of 100 respondents who are the employees of Logistic, Operation, Finance, Human Resources, and Sales / Marketing. The Method of analysis used in this research is the multiple regression analysis method in order to analyze the effect of the dependent variables toward the independent variables. Based on the results of the research, it can be concluded that the leadership conducted at BPI is dominated by the transformational leadership make employees motivated because the leadership gives inspiring and prioritize the progress of the organization as well as provide good attention to the employees, its expressed through the value of t significant as of 0,000 and the transactional leadership of t significant as of 0,000. However, simultaneously transformational and transactional leadership impact significantly positive toward employee motivation which can be explained by f value of 73,991 with less than 0,05 level of significance.

Key Words: transformational leadership, transactional leadership, employee motivation.