**Abstract**

*This research’s title is "The Influence of Visionary Leadership and Work Motivation on the Work Satisfaction and it is Impact to Lecturer Performance (Study on Full Time Lecturer Hospitality Study Program in Private Universities in Bandung)", The purpose of this research is to know the condition of the visionary leadership, work motivation, job satisfaction and full time lecturer performance of Hospitality Study Program in Private Universities in Bandung, and also to analyze the influence of visionary leadership on the lecturer’s job satisfaction, the influence of work motivation on the lecturer’s job satisfaction, the influence of Visionary Leadership and Work Motivation together towards lecturer’s job satisfaction of Hospitality Study Program in Private Universities in Bandung.*

*The method used in this research is survey method with an associative level of explanation. The Respondents in this research is using census with total of respondents are 57 respondents. The Data collection techniques are using literature study, study of documentation, and field studies using interviews and questionnaires. The Data analysis technique are using qualitative analysis and statistical analysis. Qualitative analysis includes scores of respondents, while the statistical analysis includes the path analysis.*

*The results of this research are (1). Leadership condition of visionary leader and work motivation states are in fairly high category, while job satisfaction and lecturer performance are in high category. (2). The influence of the visionary leadership on the lecturer job satisfaction directly is at 29.81% and indirectly is amounted to 7.84%, bringing the total influence of visionary leadership on the lecturer job satisfaction amounted to 37.65%. (3). The influence of work motivation on the lecturer job satisfaction directly is at 11.79% and indirectly amounted to 7.84%, bringing the total influence of work motivation on the lecturer job satisfaction amounted to 19.81%. (4). The influence of the visionary leadership and work motivation together towards lecturer job satisfaction is at 57.46%. (5). The influence of the lecturer job satisfaction on the lecturer performance is at 55.10%,*

*Keywords: Visionary Leadership, Work Motivation, Job Satisfaction, Lecturer Performance*