ABSTRACT

Arcapada Motor Workshop Bandung is a service company for motorcycle repairment and spare part sales. It serves bajaj brand in particular, but other brands are also welcomed. Arcapada Motor Workshop Bandung provides sponsor for big events that is held by Naked Wolves Indonesia Chapter Bhumi Parahyangan.

Research method that was used was descriptive method, collecting datas through questionnaire, observation, and interview. The questionnaire was distributed to all workers as much as 16 people, so that the sampling technique was census. Data analysis technique that was used was regression analysis with determination of correlation and coefficient.

According to the result of the research, it was acknowledged that the Leadership of Arcapada Motor Workshop Bandung was at a good level, yet the leader had not performed the job optimally, that it affected the Workers performance. The result of statistical testing was obtained that the positive impact of the leadership towards Workers Performance of Arcapada Motor Workshop Bandung was found, that was shown by the regression equation $Y = 0.728 + 0.924X$, that was to say that if the leader performed the job optimally, then the workers performance would increase, but if the leader was not optimal in performing the job, then the workers performance would decrease. The value of coefficient correlation was 0.918 and the coefficient determination was 84.27%. Therefore, Leadership affected Workers Performance as much as 84.27%, while the rest were affected by the other matters that was not examined such as Work Discipline, Organizational Culture, and Compensation.

The obstacles that were encountered by Arcapada Motor Workshop Bandung were the lack of achievement of good work quality of the workers and the workers paid less attention to the work quantity that was targeted by the company. As for the suggestion given by the researcher was that the leader would better raise the workers motivation and change the work method which had been applied so far.

Keyword: Leadership, Workers Performance.