ABSTRACT

This study aims to determine the effect of leadership and work motivation on job satisfaction and its impact on employee performance at PT. Soka Cipta Niaga simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 40 respondents. Testing research instruments using validity and reliability tests. Data collection techniques used were observation, interviews, and distributing questionnaires. The data analysis method used is path analysis, determination coefficient analysis and hypothesis testing.

The results showed that in structure I there is a positive and significant influence between leadership and work motivation on job satisfaction. Simultaneously it is 82.1% and the remaining 17.9% is influenced by other variables which are not studied. Partially the magnitude of the influence of leadership on job satisfaction is 46.5% and the effect of work motivation on job satisfaction is 64.5%. In structure II, there is a positive and significant influence between job satisfaction and employee performance. The amount of influence of job satisfaction on employee performance is partially 74.6% and the remaining 25.4% is influenced by other variables not examined.

Keywords: Leadership, Work Motivation, Job Satisfaction, Employee Performance