

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh Kepemimpinan Transformasional dan Motivasi Berprestasi terhadap Kinerja karyawan di CV Kampong Radjoet Binong Jati baik secara simultan maupun parsial. Data yang digunakan adalah uji validitas dan reabilitas, analisis regresi linear berganda, analisis korelasi berganda dan analisis koefisien determinasi. Pengujian hipotesis dilakukan melalui ujihipotesis secara simultan (uji f) dan uji hipotesis secara parsial (uji t). pengolahan data dalam penelitian ini menggunakan program SPSS 25 *for windows*. Metode pengumpulan data yang digunakan dalam penelitian ini ialah penelitian lapangan dan penelitian kepustakaan. Sampel dalam penelitian ini sebanyak 85 responden dengan menggunakan non probability sampling. Hasil penelitian menunjukkan bahwa secara simultan Kepemimpinan Transformasional dan Motivasi Berprestasi berpengaruh positif dan signifikan terhadap kinerja karyawan sebesar 36,84%, secara parsial Kepemimpinan Transformasional terhadap kinerja karyawan berpengaruh 26,84% dan Motivasi Berprestasi terhadap Kinerja Karyawan berpengaruh sebesar 10,08%

Keyword: Kepemimpinan Transformasional, Motivasi Berprestasi, dan Kinerja Karyawan

ABSTRACT

This study aims to determine the effect of Transformational Leadership and Achievement Motivation on employee performance at CV Kampoeng Radjoet Binong Jati either simultaneously or partially. The data used are validity and reliability tests, multiple linear regression analysis, multiple correlation analysis and coefficient of determination analysis. Hypothesis testing is done through simultaneous hypothesis testing (f test) and partial hypothesis testing (t test). data processing in this study using the SPSS 25 for windows program. The data collection methods used in this research are field research and library research. The sample in this study were 85 respondents using non-probability sampling. The results showed that simultaneously Transformational Leadership and Achievement Motivation had a positive and significant effect on employee performance by 36.84%, partially Transformational Leadership on employee performance had an effect of 26.84% and Achievement Motivation on Employee Performance had an effect of 10.08%.

Keyword: Transformational Leadership, Achievement Motivation, and Employee Performance

