

## **ABSTRACT**

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### **THE IMPACT OF AUTOCRATIC LEADERSHIP STYLE ON EMPLOYEE MOTIVATION IN FAMILY BUSINESS AT CV. JASA SUMBER ASAHAN**

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Family owned businesses have been a crucial substance in business cycle for a long time. Nowadays, many family businesses do not realize that they are not optimizing their employees potentially in working which causes the lack of efficiency in terms of family business performance. Employees performance can be increased by being given motivation from the managers. Motivation itself is driven by the needs which are mentioned in Maslow's Hierarchy of Needs. Not to mention, different leadership styles will result in different kind of employee motivation in family business.

Similar to theory mentioned in a journal of Public Policy and Administration Reserach Vol.5, No.3, 2015, a framework which was developed in the 1930s by psychologist Kurt Lewin provided the foundation of many of the approaches that are followed afterwards. He mentioned about autocratic leadership which is a style where leaders make decisions without consulting their team members.

The purpose of this research is to reveal whether there is any effect between leadership style and employee motivation in family business. Furthermore, this research will also help the other family business to know and get more knowledge about this field.

This research is using a quantitative as the the research design. Descriptive and causal resarch methods are used in completing this research. The result of the research is based on z test is there is a significant level of influence between leadership style and employee motivation in family business.

The result of the research that is based on coefficient of determination test is there is a strong and positive relationship between leadership style and employee motivation in family business at CV. Jasa Sumber Asahan.

**Keywords: Family Business, Motivation, Leadership Styles, Maslow's Hierarchy of Needs, Autocratic Leadership**

References: 25