

ABSTRAK

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ANALISIS PENGARUH GAYA KEPEMIMPINAN, BAHASA YANG MEMOTIVASI TERHADAP KETERIKATAN KARYAWAN KAUM MILENIAL ERA REVOLUSI INDUSTRI 4.0 PADA PERUSAHAAN BEAUTY COSMETICS RETAIL DI JAKARTA

Pada abad 21, tren pekerjaan berubah dengan sangat cepat sehingga, perusahaan membutuhkan karyawan yang memiliki potensi serta kualitas kinerja yang dapat mendukung perubahan yang terjadi. Penelitian ini mengkaji pengaruh gaya kepemimpinan (*transformational dan servant leadership style*), yang dimediasi oleh bahasa memotivasi (*meaning making language, direction giving language dan empathetic language*) terhadap keterlibatan karyawan (*work engagement*) kaum milenial era revolusi industri 4.0 pada perusahaan *beauty cosmetics retail* khususnya di Jakarta.

Sampel sebanyak 100 karyawan milenial dalam rentang usia 17-39 di daerah Jakarta dengan menggunakan teknik *Purposive (Non Probability)*. Data yang diambil kemudian dilakukan analisis. Seluruh pengumpulan data diambil secara online dan disebarkan kepada karyawan dengan menggunakan kuesioner.

Data yang dihasilkan melalui penelitian ini menunjukkan bahwa *Servant Leadership* berpengaruh pada dan *transformational leadership style* tidak berpengaruh langsung terhadap *work engagement*. Dengan adanya variabel mediasi yaitu *direction giving language* ditemukan bahwa tidak adanya mediasi antara *servant leadership style* secara positif dan tidak signifikan. Ditemukan juga bahwa variabel *meaning making language* dan variabel *empathetic language* memberikan mediasi yang positif namun tidak signifikan terhadap *servant leadership style*. Sedangkan variabel *direction giving language* tidak memediasi secara positif dan signifikan terhadap variabel *transformational leadership style*. Sedangkan variabel *empathetic language* dan *meaning making language* memediasi *transformational leadership style* secara positif dan signifikan.

Kata kunci : *Gaya kepemimpinan, Bahasa yang Memotivasi, Keterlibatan Karyawan Milenial Era Revolusi Industri 4.0*

Referensi: 64 (1991 – 2021)

ABSTRACT

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ANALYSIS OF THE INFLUENCE OF LEADERSHIP STYLE, MOTIVATIONAL LANGUAGE ON THE INVOLVEMENT OF MILLENNIAL EMPLOYEES IN THE 4.0 INDUSTRIAL REVOLUTION ERA IN BEAUTY COSMETICS RETAIL COMPANIES IN JAKARTA

In the 21st century, employment trends changed very quickly, so companies needed employees who had the potential and quality of performance that could support the changes that took place. This study examines the influence of leadership styles (transformational and servant leadership), mediated by motivating language (meaning making language, direction giving language and empathetic language) on work engagement of millennials workers in the era of the industrial revolution 4.0 in beauty cosmetics retail companies, especially in Jakarta.

The sample is 100 millennial employees in the age range 17-39 in the Jakarta area using the Purposive (Non Probability) technique. The data taken is then analyzed. All data collection was taken online and distributed to employees using a questionnaire.

From the data generated through this study shows that Servant Leadership has an influence on and transformational leadership style does not directly affect work engagement. With the mediating variable, namely language direction, it was found that there was no mediation between the servant leadership style positively and not significantly. It was also found that the variables of language meaning and language variety of empathy provided positive but not significant mediation on servant leadership style. Meanwhile, the variable of direction given by language did not mediate positively and significantly on the transformational leadership style variable. Meanwhile, the language variable and the meaning of empathy make language mediate the transformational leadership style positively and significantly.

Keywords: *Leadership Style, Motivating Language, Millennial Employee's Engagement in the Industrial Revolution Era 4.0*

Reference: 64 (1991 – 2021)