

ABSTRACT

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THE EFFECT OF AUTHENTIC LEADERSHIP STYLE AND ORGANIZATIONAL COMMITMENT TOWARDS EMPLOYEE PERFORMANCE IN TELECOMMUNICATION INDUSTRY IN JAKARTA

The objective of this research is to determine whether there is any effect of authentic leadership style and organizational commitment towards employee performance in telecommunication industry in Jakarta. A survey was conducted on 159 employees in three different telecommunication organizations which are Telkomsel, XL Axiata, and Indosat located in Jakarta. Respondents answered a questionnaire about their perceptions regarding authentic leadership style, organizational commitment, and employee performance. Measure is valid and reliable for each research instruments. The hypothesis analysis is conducted by using SmartPLS Software version 3.3.3. This research also aim to support future research regarding the effect of authentic leadership style and organizational commitment towards employee performance and to show towards organization that it is important to have authentic leader and organizational commitment in supporting employee performance. Limitations of this research paper is a small sample size which could not be generalized and not analysing other types of leadership style. Therefore, it is suggested for future research study to have wider sample size and deeper observation. Result shows that there is a significant effect of authentic leadership style on employee performance and organizational commitment. Whereas organizational commitment moderates the effect of authentic leadership style on employee performance. While for mediation, it is proven that there is a mediating effect of organizational commitment towards authentic leadership style and employee performance.

References: 48 (2012-2021)

Keywords: *Authentic Leadership Style, Organizational Commitment, Employee Motivation*