

ABSTRACT

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ANALYSIS ON THE IMPACT OF DEMOCRATIC LEADERSHIP STYLE ON SALES PERFORMANCE AT PT. SARANA PANEN PERKASA

(xiv+ 75 pages; 8 figures; 43 tables; 8 appendices)

The purpose of this research is to show whether there is any impact of Democratic Leadership Style on Sales Performance as there is an increasing in the sales performance in the past 5 years. Furthermore, this research will also help the other company and researchers to know and get more knowledge about this field.

Leaders nowadays is encouraged to work cooperatively with their peers and recognize the collective strength generated through collaboration. Democratic leadership style is considered as an important factor of a leader to bring positive sales performance of the company. Companies that imply democratic leadership style will generate advantageous situation from qualified shared opinion from both employee and the leader.

This research is using a quantitative as the research design and IBM SPSS Statistics 21 application. Data used in this research are primary data and secondary data. Data analysis methods used in this research include descriptive statistics, validity test, reliability test, normality test, coefficient of correlation, coefficient of determination, linear regression analysis and Z-Test.

The result of the research based on Z-Test; it can be known that Z-Count (4.49) > Z-Table (1.96). So, the conclusion of this research is that there is an impact between Democratic Leadership Style and Sales Performance. The result of the research based on coefficient of determination test is there is a moderate and positive relationship between Democratic Leadership Style and Sales Performance at PT Sarana Panen Perkasa.

As the conclusion, after the analysis and research on the company, it is shown that Democratic Leadership Style has impact towards Sales Performance at PT. Sarana Panen Perkasa.

Keywords: Entrepreneurship, Leadership, Democratic Leadership, Sales Performance

References: 36