

ABSTRACT

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THE INFLUENCE OF LEADERSHIP TOWARDS JOB SATISFACTION AT PT. JAYATINDO SINAR KHARISMA

(xv+75; 6 figures; 29 tables; 5 appendixes)

PT. Jayatindo Sinar Kharisma is a family business which was established on 5th March 2012 by Mr. Carlie Chentanu. The company itself is engaged in supplying material for bags, shoes, luggages, and other houseware stuffs.

The objectives of the research are to analyze whether of leadership has influence towards the employee job satisfaction and to find out how strong the influence of leadership towards the employee job satisfaction at PT. Jayatindo Sinar Kharisma.

The research method used in this research is quantitative research. Population in this research is 68 employees of PT. Jayatindo Sinar Kharisma. This research uses census sampling. The sample is 68 employees of PT. Jayatindo Sinar Kharisma. The data analysis methods used in this research are simple linear regression, correlation coefficient, and determination test.

After doing analysis to the data, the writer gets conclusions for the research problem. Leadership has influence towards the employee job satisfaction at PT. Jayatindo Sinar Kharisma. There is a very strong positive correlation between leadership and job satisfaction at PT. Jayatindo Sinar Kharisma. Leadership has influence towards job satisfaction at PT. Jayatindo Sinar Kharisma for 75.4% and the rest 24.6% is affected by other factors. The regression coefficient of leadership variable is 0.518; it means that in this research model, if leadership variable increases 1 unit, then the job satisfaction variable will increase for 0.518 unit.

Keywords: Leadership, Job Satisfaction, Entrepreneurship

References: 22(2013-2017)

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Penelitian ini bertujuan untuk menganalisis apakah kepemimpinan berpengaruh terhadap kepuasan kerja karyawan dan untuk mengetahui seberapa kuat pengaruh kepemimpinan terhadap kepuasan kerja karyawan pada PT. Jayatindo Sinar Kharisma.

Metode penelitian yang digunakan dalam penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini adalah 68 karyawan PT. Jayatindo Sinar Kharisma. Penelitian ini menggunakan metode sensus sampling. Sampel penelitian adalah 68 karyawan PT. Jayatindo Sinar Kharisma. Metode analisis data yang digunakan dalam penelitian ini adalah regresi linier sederhana, koefisien korelasi, dan uji determinasi.

Setelah melakukan analisis terhadap data, penulis mendapatkan kesimpulan untuk masalah penelitian. Kepemimpinan berpengaruh terhadap kepuasan kerja karyawan pada PT. Jayatindo Sinar Kharisma. Terdapat hubungan positif yang sangat kuat antara kepemimpinan dengan kepuasan kerja pada PT. Jayatindo Sinar Kharisma. Kepemimpinan berpengaruh terhadap kepuasan kerja pada PT. Jayatindo Sinar Kharisma sebesar 75,4% dan sisanya 24,6% dipengaruhi oleh faktor lain. Koefisien regresi variabel kepemimpinan adalah 0,518; Artinya dalam model penelitian ini, jika variabel kepemimpinan meningkat 1 unit, maka variabel kepuasan kerja akan meningkat sebesar 0,518 unit.

Kata Kunci: Kepemimpinan, Kepuasan Kerja, Kewirausahaan

Referensi:22 (2013-2017)