

ABSTRAK

Antonius Rizky Wirawan (02619230045)

PENGARUH *LEADER EMOTIONAL INTELLIGENCE*, *TRANSFORMATIONAL LEADERSHIP*, *TRANSACTIONAL LEADERSHIP*, DAN *WORK MOTIVATION* TERHADAP *JOB PERFORMANCE* MELALUI *TRUST IN SUPERVISOR* KARYAWAN CORNELLIA & CO PR AND MARKETING CONSULTANT YOGYAKARTA

(xiv + 136 halaman: 7 gambar, 19 tabel, 4 lampiran)

Perusahaan konsultan berperan sebagai mitra strategis bagi klien dalam merumuskan dan mengimplementasikan strategi yang mendukung pertumbuhan bisnis, baik melalui pengelolaan hubungan masyarakat (public relations) maupun kampanye pemasaran yang inovatif. Strategi kepemimpinan yang efektif menjadi elemen kunci dalam menciptakan lingkungan kerja yang mendukung, inovatif, dan berdaya saing tinggi dalam suatu perusahaan konsultan. Pemimpin di Cornellia & Co dituntut untuk tidak hanya memberikan arahan strategis, tetapi juga mampu membangun hubungan kerja yang saling percaya dengan timnya. Penelitian ini bertujuan untuk mengetahui pengaruh *Leader Emotional Intelligence*, *Transformational Leadership*, *Transactional Leadership*, *Work Motivation* terhadap *Job Performance* melalui *Trust in Supervisor*. Manfaat yang diharapkan dalam penelitian ini yaitu menambah wawasan dan pengetahuan terhadap ilmu manajemen serta mengenai pengaruh dari variabel-variabel yang ada dalam penelitian ini. Penelitian ini bersifat kausal dengan metode kuantitatif dan dengan menggunakan software SmartPLS 3 untuk membantu mengolah data primer dari 47 karyawan Cornellia & Co di Yogyakarta yang berhasil dikumpulkan. Karakteristik responden yang ada dalam penelitian ini yaitu pria dan wanita, berusia 18-50 tahun, bekerja di Cornellia & Co. Pada penelitian ini, 4 variabel berpengaruh positif dan signifikan yaitu *work motivation* terhadap *job performance*, *leader emotional intelligence* terhadap *trust in supervisor*, *transactional leadership* terhadap *trust in supervisor*, dan *work motivation* terhadap *trust in supervisor*.

Kata Kunci : *Leader Emotional Intelligence*, *Transformational Leadership*, *Trasanctional Leadership*, *Work Motivation*, *Trust in Supervisor*, *Job Performance*

ABSTRACT

Antonius Rizky Wirawan (02619230045)

THE INFLUENCE OF LEADER EMOTIONAL INTELLIGENCE, TRANSFORMATIONAL LEADERSHIP, TRANSACTIONAL LEADERSHIP, AND WORK MOTIVATION ON JOB PERFORMANCE THROUGH TRUST IN SUPERVISOR AMONG EMPLOYEES AT CORNELLIA & CO PR AND MARKETING CONSULTANT YOGYAKARTA

(xii + 136 pages: 7 figures, 19 tables, 4 appendices)

Consulting firms act as strategic partners for clients in formulating and implementing strategies that support business growth, whether through public relations management or innovative marketing campaigns. Effective leadership strategies are key elements in creating a supportive, innovative, and highly competitive work environment in consulting firms. Leaders at Cornellia & Co are required not only to provide strategic direction but also to build mutual trust with their teams. This study aims to examine the influence of Leader Emotional Intelligence, Transformational Leadership, Transactional Leadership, and Work Motivation on Job Performance through Trust in Supervisor. The expected benefit of this research is to enhance knowledge and understanding of management studies, particularly regarding the influence of these variables. The study employs a causal research design using a quantitative approach, with the aid of SmartPLS 3 software to process primary data collected from 47 employees of Cornellia & Co in Yogyakarta. Respondents in this study include males and females aged 18–50 years, working at Cornellia & Co. The results of this study indicate that four variables have a positive and significant influence: Work Motivation on Job Performance, Leader Emotional Intelligence on Trust in Supervisor, Transactional Leadership on Trust in Supervisor, and Work Motivation on Trust in Supervisor.

Keywords : *Leader Emotional Intelligence, Transformational Leadership, Transactional Leadership, Work Motivation, Trust in Supervisor, Job Performance*