

ABSTRAK

Penelitian ini dilakukan untuk mengetahui pengaruh gaya kepemimpinan transformasional dan budaya organisasi terhadap kepuasan kerja karyawan untuk menekan angka *turn over* di Hotel Elephant Safari Park & Lodge Bali. Hal ini dilakukan agar hotel yang merupakan salah satu unsur pendukung pariwisata dalam menghasilkan devisa utama untuk negara, dapat mencapai tujuan tersebut, apabila kepuasan kerja karyawannya terpenuhi sehingga *turn over*nya rendah dan memiliki kinerja yang baik. Metode penelitian dengan cara eksplanatori ini, menggunakan kuesioner skala lima poin untuk mengumpulkan data tentang dimensi gaya kepemimpinan, budaya organisasi, dan kepuasan kerja karyawan. Hotel Elephant Safari Park & Lodge Bali memiliki karyawan 180 orang, dengan perhitungan rumus Slovin didapatkan 125 sampel. Hasil uji hipotesis menunjukkan bahwa terdapat pengaruh gaya kepemimpinan transformasional dan budaya organisasi terhadap kepuasan kerja, baik secara parsial maupun secara silmultan. Hal itu menjelaskan bahwa variasi nilai gaya kepemimpinan transformasional dan variasi nilai budaya organisasi mampu menjelaskan variasi nilai kepuasan kerja. Hasil penelitian ini, sangat penting bagi pengelolaan hotel untuk meningkatkan kepuasan kerja karyawan sehingga dapat menekan *turn over* yang pada akhirnya akan mendukung kinerja hotel secara keseluruhan. Artikel penelitian ini diakhiri dengan implikasi manajerial, simpulan, dan saran.

Kata kunci : Kepemimpinan transformasional, budaya organisasi, kepuasan kerja, hotel.

ABSTRACT

This research was conducted to determine the effect of transformational leadership style and organizational culture on employee job satisfaction to reduce the turn over rate at the Elephant Safari Park & Lodge Hotel in Bali. This is done so that the hotel which is one of the supporting elements of tourism in generating the main foreign exchange for the country can achieve its goal if the employee satisfaction is fulfilled, than the turn over rate will be decreased and they performance will be increased. This research which was done by using an explanatory method, used a five-point questionnaire to collect data dimensions of leadership style, organizational culture, and employee satisfaction. Elephant Safari Park & Lodge Hotel has 180 employees. However, Slovin's method was used and produced 125 employees to be the sample. The hypothesis test shows that there are influences of transformational leadership style and organizational culture on job satisfaction, either partially or simultaneously. It explains that variations in the value of transformational leadership styles and variations in organizational culture values are able to explain the variation in the value of job satisfaction. The results of this research is very important for the hotel's management to improve employee satisfaction, so that it can suppress the turn over rate which will ultimately support the overall performance of the hotel. This research article concludes with managerial implications, conclusions, and suggestions.

Keywords: Transformational leadership, organizational culture, job satisfaction, hotel.