

ABSTRAK

Komitmen Pekerja Bagian Sales Dan Promosi Di PT. Cipta Niagatama Semesta (Mayora Group) Bandung : Gaya Kepemimpinan Dan Motivasi Sebagai Anteseden Dan Implikasinya Terhadap Kinerja Karyawan

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Penelitian ini dilakukan di PT. Cipta Niagatama Semesta (Mayora Group) Bandung. Tujuan penelitian ini untuk mengetahui, mengkaji dan menganalisis tentang komitmen pekerja bagian sales dan promosi di PT. Cipta Niagatama Semesta (Mayora Group) Bandung : Gaya Kepemimpinan dan motivasi sebagai anteseden dan implikasinya terhadap kinerja karyawan. Sampel penelitian menggunakan teknik sampling secara *proporsional random sampling*. Metode pengumpulan data menggunakan metode kuesioner terstruktur. Metode penelitian menggunakan metode deskriptif dan verifikatif dengan teknik analisis analisis jalur (*path analysis*). Hasil penelitian secara deskriptif menunjukkan bahwa gaya kepemimpinan berada pada kriteria baik, motivasi kerja karyawan berada pada kriteria baik, komitmen karyawan terhadap organisasi

berada pada baik demikian pula kinerja karyawan berada pada kriteria baik. Hasil penelitian secara verifikatif membuktikan bahwa gaya kepemimpinan dan motivasi berpengaruh positif dan signifikan terhadap kinerja baik secara parsial maupun simultan, serta komitmen berpengaruh positif dan signifikan terhadap kinerja karyawan.
Kata Kunci: Motivasi, Gaya Kepemimpinan, Komitmen dan Kinerja Karyawan.

“THE COMMITMENT OF EMPLOYEES OF SALES AND PROMOTION DIVISION AT PT. CIPTA NIAGATAMA SEMESTA (MAYORA GROUP) : THE LEADERSHIP STYLE AND MOTIVATION AS ANTECEDENT AND THEIR IMPLICATION TO EMPLOYEES’ PERFORMANCE

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This research was conducted at PT. Cipta Niagatama Semesta (Mayora Group) Bandung. The purpose of this study is to determine, asses and analyze the commitment of the sales and promotion employees at PT. Cipta Niagatama Semesta (Mayora Group) Bandung: Leadership style and motivation as antecedents and their implication to employees’ performance. The

sample of the research was gathered using the sampling techniques of *proportional random sampling*. The methods used in collecting data were through structured questionnaires. The method used in the research was descriptive and it was verified by technical analysis path (*path analysis*). The result descriptively indicates that the employee's motivation, employees' leadership style, employee's commitment and employees's commitment to the company are in good criteria. Therefore, the employees' performance is in good criteria as well. The result verification proved that the leadership style and motivation have positive and significant impact on commitment whether partially or simultanesouly. This made the commitment has positive and significant effect to employees' performance as well.

Keywords: Motivation, Leadership Style, Commitment and Employees' Performance