

ABSTRACT

Era of tight business competition requires an organization to change fast. Rapid change is influenced by the type of leaders with transformational leadership. Much research is the theme of the influence of transformational leadership on motivation, but there is one study that explains that transformational leadership has no effect on motivation. Therefore, this research theme the influence of transformational leadership to motivation. The aim of this study was to determine the effect of transformational leadership style on employee motivation.

The data collection process using a convenience sampling method randomly by taking samples at the Human Capital Center (HCC) PT Telkom Japati Bandung. Questionnaires were processed at 98 questionnaire for a population of 130 people and a sample calculation using the formula solvin. This study uses path analysis (path analysis) with SPSS12 software for data processing questionnaires. Path analysis is a development technique of multiple linear regression. Therefore, the terms assumptions used in the same path analysis with linear regression. In the path analysis can also be calculated direct and indirect influence of an independent variable to the dependent variable through other independent variables.

The study found that there is simultaneously a positive significant effect of the variable variabel X_1 (*idealized influence*), X_2 (*inspirational motivation*), X_3 (*intellectual stimulation*), X_4 (*idealized influence*) overall to variable Y (motivation to work) and partially significant effect of sub-variables inspirational motivation, intellectual stimulation, and individualized consideration. Suggestions for further research that will take effect transformational leadership to be associated with other variables besides motivation as described in the background and further research can multiply the number of respondents so as to depict the actual real conditions.

Keywords: Transformational Leadership, Motivation Work, Path Analysis