

ABSTRACT

The research was conducted to obtain the effect of the implementation of leadership transaksional and cultural organization terhadap work productivity employees at outbound call PT .Infomedia Solution Humanika Bandung .The purpose of this research held to find out how the application of the influence of a style of leadership that is applied to transaksional outbound call at PT.Infomedia Humanika Bandung solution to their employees , how his organization culture, well as ways to employees work productivity , and how the influence of partial and simultaneous of application of a force leadership transaksional and cultural organization against employees work productivity.

The data research collection was done through the distribution of the questionnaire to 82 respondents , as well as using the kind of research this quantitative and use the method of analysis deskriptif-kausalitas .The sample collection run based on the non-probability the sampling method of with a kind of accidental while the sampling method of statistical analysis technique that is used is of multiple regression analysis .

The research results show that simultaneously and partial competence and discipline work significant impact on work productivity karywan outbaound solution on the call at pt.infomedia humanika bandung , as much as 31.3 % and the rest would belong to 68,7 % affected by other factors who do not investigated in this study.

Keyword : Transaksional Leadership Style , Organizational Culture , Work Productivity