

ABSTRACT

Leaders of an organization must learn and understand the behavior of subordinates and pushed the achievement of organizational to reach goals effectively. The aim of the study is to analyze the influence of leadership style towards employees work behavior of generation X and generation Y on PT. Astra International Tbk – Isuzu Sales Operation branch of Bandung.

This study used 31 respondents of generation X and 52 respondents of generation Y. Data was collected by distributing questionnaires to the respondents and analyzed using multiple regression analyses.

The result shows that partially directive, supportive, and participative leadership style have zero impact on either employees work behavior of generation X or Y, whereas achievement-oriented leadership style does affect the employees work behavior from both generation. Simultaneously leadership style effect on employees work behavior from both generation. The result concludes that there's a leadership style that could influence both generation work behavior on PT. Astra International Tbk – Isuzu Sales Operation branch of Bandung, which is achievement-oriented style. Overall, the influence of leadership leadership style on employees work behavior of generation X and Y is 37,4% and 31,5% respectively.

Keywords : *leadership style, work behavior, generation X, generation Y*