

ABSTRACT

In every company must have a leader selected to organize and control all corporate activities. The task of leaders in bringing change and growth of the company must be able to foster good human relationships with subordinates. Because after all a leader does not just have great management skills, but he also has the task to encourage or motivate his subordinates to work hard. The application of the leadership style undertaken in Mindshare Indonesia is a transformational leadership style. This can be seen from any execution of a leader's decision that always involves and indirectly tells employees to develop their potential.

The purpose of this research is to know the effect of transformational leadership style on employee motivation of millennial generation in Mindshare Indonesia. Methods of data collection was done through the distribution of questionnaires to 70 respondents. This type of research is quantitative and uses descriptive-causality analysis method. Sampling is done by technique probability sampling method with proportionate stratified random sampling type. Data analysis used is descriptive analysis, classical assumption test, and simple linear regression analysis. The results showed that the transformational leadership style influenced millennial employee work motivation significantly by 44%, while the remaining 56% influenced by other variables not examined in this study.

Keywords: Transformational Leadership Style, Work Motivation of Millennial Generation Employees, Mindshare Indonesia