

ABSTRACT

The growing era of globalization, makes a company demanded to have a competitive advantage, one of which lies in the quality of human resources. The importance of effective and efficient human resource management is expected to produce maximum performance, therefore the role of a leader and the adoption of democratic leadership styles in the Soekarno Hatta Bandung Branch BPJS. Employment Company will have a positive impact on the company's performance.

This study aims to find out and analyze how the influence of Democratic leadership style on employee performance at the Soekarno Hatta Bandung Branch BPJS Employment Company. This research uses quantitative research. The data analysis technique used is simple regression analysis. The type of sample used is saturated sampling. Data collection was carried out by distributing questionnaires to 33 respondents.

Based on the results of simple linear regression analysis, democratic leadership style increases employee performance by 1,239. Democratic leadership style influences employee performance by 52.4% while the remaining 47.6% is the influence of other factors.

Keywords: democratic leadership style, employee performance

