

ABSTRACT

The purpose of the company is inevitably maintain its existence and the role of leaders in an organization is foremost to be able to direct employees to achieve the company's goals. Every company has an applied leadership style that has an impact on employee performance and employee job satisfaction itself. When employee job satisfaction is high, the performance will be high as well. Telkom Telecommunications Region (Witel) West Bandung is a Telkom organizational unit that is territorially located in the West Java area, under the organization Telkom Regional III West Java.

The conditions faced by companies related to leadership style and employee job satisfaction found by the author through the preliminary study of the two variables showed that the leadership style that took place is transformational leadership style and job satisfaction was classified as high.

The purpose of this study is to find out about the influence of the Transformational leadership style on employee job satisfaction in Telkom Witel West Bandung. This study uses quantitative methods.

The method of data collection is done through distributing questionnaires to all the employees, which is the number of samples taken from the total sampling technique. To interpret the results of the study using descriptive analysis and simple linear regression analysis.

The results of this study are transformational leadership style that has a positive and significant effect on employee job satisfaction. Leaders are expected to be able to pay attention to employees as an individual not a member of a team and leaders are expected to be able to appreciate employees who have worked optimally both individual work and work in the team.

Keywords: transformational leadership style, job satisfaction