

ABSTRACT

This research aims to determine and analyze the influence of transformational leadership style which consists of an ideal influence, inspirational motivation, intellectual stimulation, and personal consideration of job satisfaction consisting of salaries, superiors, the work itself, promotion opportunities, and colleagues at Koperasi Sejahtera Bersama Tanjung Priok branch.

This research uses a quantitative approach using primary data obtained by distributing questionnaires. The sampling technique uses forty saturated sample technique which is forty samples who are employees of the Joint Prosperous Cooperative Office of the Tanjung Priok branch. The analysis technique used is simple linear regression analysis and processed using SPSS software version 2.2

Based on the results of the analysis conducted in this study, it is known that transformational leadership style variables consisting of dimensions of ideal influence, inspirational motivation, intellectual stimulation, and personal considerations have a significant effect on the dependent variable, namely employee performance with a coefficient of determination (KD) of 38.2%.

The conclusion of this study is the transformational leadership style has a significant effect on employee job satisfaction at the Koperasi Sejahtera Bersama Tanjung Priok branch with an influence contribution of 38.2%.

Keywords: *Transformasional Leadership, Job Satisfaction, Employee, Cooperative.*