

ABSTRACT

In the current era of information technology, many leadership styles have developed. It starts with leadership 1.0 with leadership styles that are inherited to Leadership 3.0 that developed in the current industrial era 4.0. The concept of Leadership 3.0 is a horizontal leadership art for everyone, art influences others without relying on titles and positions. With tight business competition, a leader is needed who is able to make people move, work and be productive without being forced. This needs to be supported by the company. Companies must pay attention to how to maintain and manage employee motivation in working so that they are always high and focused on company goals. People will not do things optimally if they do not have high motivation from within themselves to do so. Motivation can foster a sense of belonging can ultimately increase participation and communication and foster empathy or the ability to put yourself in the shoes of others.

The purpose of this study was to determine the effect of 3.0 leadership style and work motivation on employee performance in Telkom Witel Banten. The sampling technique used in this study was a saturated sampling technique in nonprobability sampling. This sampling technique is a sampling technique. The total population of this study was 104 people, the sample to be used was 103 people from all employees of PT. Telkom Witel Banten except Banten Witel General Manager as Leader.

Keywords : *Leadership 3.0, motivation, employee performance*