

ABSTRACT

Employee affective commitment needs to be considered because the company has an important role in supporting the achievement of the Jatiwangi Tile Industry target. Based on the presentation of attendance, job satisfaction and affective commitment in Jatiwangi Roof Tile Industry is still relatively low. Each task completion in accordance with standards and targets is inseparable from the role of the leader. To increase employee affective commitment, leadership patterns need to be adjusted to the needs of the organization.

In this regard, research on leadership patterns needs to be conducted in order to increase employee affective commitment, especially research related to transformational leadership that has been carried out in various countries and different sectors. Through this research conducted to measure the direct influence and indirect effect of transformational leadership and job satisfaction on the variable affective commitment of employees Indutri Genteng Jatiwangi.

The method of data collection is carried out through questionnaires using 184 respondents, namely employees who work in companies engaged in the Jatiwangi Roofing Industry. Data analysis techniques used in this study were descriptive analysis and path analysis using IBM SPSS 22.

The results of the research prove that partially (each relationship) transformational leadership style have a significant influence on affective commitment. While job satisfaction has a significant positive effect on affective commitment. The results also prove that transformational leadership style and job satisfaction have a simultaneous influence on increasing employee affective commitment.

Organizations need to apply transformational leadership styles and develop human resource programs that can increase employee job satisfaction. By optimizing these two elements, the organization is expected to be able to increase employee affective commitment.

Keywords: Organizational Behavior, Transformational Leadership, Job Satisfaction, and Employee Affective Commitment.