

ABSTRACT

This research was conducted at PT Binajasa Abadikarya, which is a company engaged in the provision and placement of workers abroad and domestically, including education and workforce training. The company carried out a business transformation, namely in the business of outsourcing and building management. To deal with changes in the future, a leader is needed who is able to direct his employees, provide motivation and lead the company to a better direction. This is one of the measuring tools to meet the welfare of its employees. This form of welfare is employee job satisfaction.

The purpose of this study is to see how the level of application of transformational leadership styles, levels of employee job satisfaction and how the effect of transformational leadership styles on employee job satisfaction at PT Binajasa Abadikarya. The sample used in this study were 102 respondents. The questionnaire used has 32 items consisting of 17 items regarding transformational leadership styles and 15 items regarding job satisfaction with a 6-point Likert scale. The data analysis technique used is simple linear regression analysis to determine the effect of transformational leadership style on job satisfaction. The hypothesis of this study is that transformational leadership style has a significant positive effect on employee job satisfaction at PT Binajasa Abadikarya.

The level of transformational leadership and job satisfaction of employees of PT Binajasa Abadikarya is included in the high category. In this study, the results show that the transformational leadership style has a significant positive effect on job satisfaction of employees of PT Binajasa Abadikarya, meaning that when the transformational leadership style increases, employee job satisfaction will increase, and vice versa.

Then it was found that as much as 45.6% of job satisfaction was influenced by the transformational leadership style. The results of this study are expected to be an evaluation for company leaders to always pay attention to the condition of employees in order to maintain the level of job satisfaction of employees of PT Binajasa Abadikarya.

Keywords: Transformational Leadership Style, Job Satisfaction