

ABSTRACT

This research is motivated by employee performance data that has decreased and also the problems that occur, so that the target at PT Jasa Raharja Soekarno Hatta Bandung Branch has not been achieved, this study aims to determine, analyze, and examine the influence of leadership style and work motivation on employee performance. at PT Jasa Raharja Soekarno Hatta Bandung Branch.

The method in this study uses quantitative research methods with descriptive research types. Sampling was carried out using a non-probability sampling technique with 111 purposive respondents working at PT Jasa Raharja, Soekarno Hatta Branch, Bandung. The analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the results of descriptive analysis, leadership style is included in the fairly good category, as well as work motivation is included in the fairly good category and employee performance is included in the good category. Based on the results of this study, it shows that leadership style and work motivation partially and simultaneously affect employee performance at PT Jasa Raharja Soekarno Hatta Bandung branch, while the rest is influenced by other factors not examined in this study.

Keywords: *Leadership, Work Motivation, Employee Performance*