

# **PENGARUH MOTIVASI DAN GAYA KEPEMIMPINAN TERHADAP KINERJA KARYAWAN DI CV. WOO BIRD NEST YOGYAKARTA**

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## **Abstrak**

Penelitian ini bertujuan untuk mengetahui pengaruh motivasi dan gaya kepemimpinan terhadap kinerja karyawan di CV. Woo Bird Nest Yogyakarta. Pengambilan data yang dilakukan dengan metode sampling. Metode penelitian yang digunakan pada penelitian adalah metode deskriptif kuantitatif. Sedangkan data diperoleh dari kuesioner dan diuji dengan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F serta uji determinan. Hasil analisis data menunjukkan bahwa motivasi secara parsial (masing-masing) berpengaruh positif dan signifikan terhadap kinerja karyawan, dimana nilai signifikansi uji t sebesar 0,012 ( $< 0,05$ ) dan koefisien regresi mempunyai nilai positif sebesar 0,551. Gaya kepemimpinan secara parsial (masing-masing) berpengaruh positif dan signifikan terhadap kinerja karyawan, dimana nilai signifikansi uji t sebesar 0,01 ( $< 0,05$ ) dan koefisien regresi mempunyai nilai positif sebesar 0,738. Motivasi dan gaya kepemimpinan secara simultan (bersama-sama) berpengaruh positif dan signifikan terhadap kinerja karyawan, dimana nilai signifikansi uji F sebesar 0,000 ( $< 0,05$ ) dan nilai F hitung 35,06 ( $> 0,05$ ).

**Kata Kunci:** *Motivasi, Gaya Kepemimpinan, Kinerja Karyawan.*

## ***THE INFLUENCE OF MOTIVATION AND LEADERSHIP STYLES ON EMPLOYEE PERFORMANCE AT CV. WOO BIRD NEST YOGYAKARTA***

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### ***Abstract***

*This study aims to determine the effect of motivation and leadership style on employee performance at CV. Woo Bird Nest Yogyakarta. Data were collected using the sampling method. The research method used in this research was the quantitative descriptive method. Data were obtained from the questionnaire and test utilizing the validity test, reliability test, classic assumption test, multiple linear regression analysis, t test, F test, and the determinant test. The results of data analysis showed that motivation partially had a positive and significant effect on employee performance, where the significance value of the t-test was 0.012 ( $<0.05$ ) and the regression coefficient had a positive value of 0.551. Partial leadership style had a positive and significant effect on employee performance, where the significance value of the t test was 0.01 ( $<0.05$ ) and the regression coefficient had a positive value of 0.738. Motivation and leadership style simultaneously had a positive and significant effect on employee performance, where the significance value of the F test was 0,000 ( $<0.05$ ), and the calculated F value was 35.06 ( $> 0.05$ ).*

***Keywords:*** *Motivation, Leadership Style, Employee Performance.*