

PENGARUH GAYA KEPEMIMPINAN TERHADAP MOTIVASI KERJA KARYAWAN CITROULI SWALAYAN 24 JAM BABARSARI, SLEMAN

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Abstrak

Penulisan laporan tugas akhir ini bertujuan untuk mengetahui pengaruh gaya kepemimpinan terhadap motivasi kerja karyawan Citrouli Swalayan 24 Jam Babarsari, Sleman. Teknik pengumpulan data yang digunakan dalam penelitian ini berupa penyebaran kuisioner dan wawancara deangkan untuk metode analisis data yang digunakan adalah metode analisis kuantitatif atau statistic. Responden yang ditetapkan pada penelitian ini adalah seluruh karyawan Citrouli Swalayan 24 Jam sebanyak 33 orang. Pada hasil analisis data dengan uji t diketahui gaya kepemimpinan mempunyai $t_{hitung} = 4,813 > t_{tabel} = 2,040$ nilai sig sebesar $0,001 < 0,05$ yang membuktikan bahwa hipotesis H_0 ditolak dan H_a diterima yang artinya variabel gaya kepemimpinan mempunyai pengaruh signifikan terhadap motivasi kerja karyawan. Sedangkan untuk hasil koefisien determinasi (R^2), yaitu sebesar 0,509 (50,9%) yang berarti bahwa variabel gaya kepemimpinan memiliki pengaruh terhadap motivasi sebesar dan sisanya 49,1 % dipengaruhi oleh faktor lain yang tidak dimasukkan kedalam penelitian.

Kata Kunci : *Gaya Kepemimpinan, Motivasi Kerja*



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**THE EFFECT OF LEADERSHIP STYLE ON WORK MOTIVATION OF
EMPLOYEES CITROULI 24 HOURS IN BABARSARI, SLEMAN**

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Abstract

This final project was made with the title "the effect of leadership style on employee motivation at Citrouli Swalayan 24 hours Babarsari, Sleman ".The data techniques used in this study were questionnaires, and interviews , while the data analysis method used was quantitative or statistical analysis methods. Respondents assigned were employees at of Citrouli Swalayan 24 hours sample size of 33 respondents who were obtained from a total population of 33 employees and used saturated sampling techniques. Data analysis was performed using simple linear regression analysis. In the results of data analysis with t test, it is known that leadership style has t_{count} 4.813 > t_{table} 2.040 value sig of 0.001 < 0.05 which proves that the hypothesis H_0 is rejected and H_a is accepted, which means that the leadership style variable has a significant influence on employee work motivation. As for the coefficient of determination (R^2) which amounted to 0,509 (50.9%), This means that the variables affect performance by 50,9%, while the remaining 49,1% is influenced by other variables not included in this research model, for example environment, work discipline, culture of work.

Keywords : Leadership Style, Work Motivation