

ABSTRAK

Studi ini melakukan penelitian tentang pengaruh gaya kepemimpinan dan motivasi terhadap kinerja karyawan bagian general affair sekolah victory plus. dengan menggunakan dua variabel bebas yaitu gaya kepemimpinan dan motivasi dan satu variabel terikat yaitu kinerja karyawan. Penelitian ini bertujuan untuk mengetahui pengaruh gaya kepemimpinan dan motivasi secara parsial dan secara simultan terhadap kinerja karyawan. Metode riset yang digunakan adalah deskriptif kuantitatif menggunakan regresi berganda dengan menggunakan sampel responden sebanyak 125 di sekolah *victory plus*. Hasil penelitian ini menunjukkan adanya pengaruh signifikan variabel gaya kepemimpinan secara parsial maupun simultan terhadap variabel motivasi.

Kata kunci : Gaya kepemimpinan, Motivasi, Kinerja Karyawan.

ABSTRACT

This study has done a research about the influence of personality and favorable consumer experience against the intention to behave in selecting the works of art by using two free variable which are personality and favorable consumer experience and one attached variable which is intention to behave. This research intend to know the influence of personality and favorable customer experience partially and simultaneously against the intention to behave. The research method that is used is quantitative descriptive using multiple regression with using sample respondents as much as 125 in victory plus school. This research result that there are significant influence to personality variable partially nor simultaneously against the favorable consumer experience variable.

Key words: **Personality, Favorable Consumer Experience, Intention to Behave**