

ABSTRACT

The purpose of this study is to analyze the influence of transformational leadership style, motivation, and employees placement to the commitment of employees in General Affairs Bureau of Ministry of Trade. This study involved 100 respondents who selected by probability sampling methods. Data obtained based on questionnaires completed by respondents with self-rating likert scale. Analysis of data using multiple linear regression model and processed with SPSS version 20.0. The analysis showed that transformational leadership style significant positive effect on employee commitment, motivation inspiration dimension relates quite strongly with dimensions of concern for the organization. Motivation significant positive effect on employee commitment, dimensions hygiene strong enough factor associated with the dimensions of active participation in the agency. Employee placement significant positive effect on employee commitment, employee background dimension associated with dimensions lower concern for the organization. Based on the analysis of correlation dimension, the dimension of the type of inspirational motivation variable transformational leadership style has the strongest correlation to the dimensions of concern for the organization in the variable employee commitment.

Keywords : Transformational Leadership Style, Motivation, Employee Placement, Employee Commitment.

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ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh gaya kepemimpinan transformasional, motivasi, dan penempatan pegawai terhadap komitmen pegawai Biro Umum Kementerian Perdagangan. Penelitian ini melibatkan 100 pegawai menggunakan *probability sampling*. Data diperoleh berdasarkan kuesioner yang diisi oleh responden secara *self rating* dengan skala likert. Analisis data menggunakan model regresi linier berganda dan diolah dengan program SPSS versi 20.0. Hasil analisis menunjukkan bahwa gaya kepemimpinan transformasional berpengaruh positif signifikan terhadap komitmen pegawai, dimensi inspirasi motivasi berhubungan cukup kuat dengan dimensi kepedulian terhadap organisasi. Motivasi berpengaruh positif signifikan terhadap komitmen pegawai, dimensi hygiene factor berhubungan cukup kuat dengan dimensi partisipasi aktif dalam instansi. Penempatan pegawai berpengaruh positif signifikan terhadap komitmen pegawai, dimensi latar belakang pegawai berhubungan rendah dengan dimensi kepedulian terhadap organisasi. Berdasarkan analisis korelasi dimensi, dimensi tipe inspirasi motivasi pada variabel gaya kepemimpinan transformasional memiliki korelasi paling kuat terhadap dimensi kepedulian terhadap organisasi pada variabel komitmen pegawai.

Kata Kunci : Gaya Kepemimpinan Transformasional, Motivasi, Penempatan Pegawai, Komitmen Pegawai.

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