ABSTRAK

Tujuan penelitian ini untuk mengetahui pengaruh kepemimpinan transformasional dan kompensasi terhadap kepuasan kerja pada PT Asuransi Sinar Mas Divisi Administration Health Insurance Division baik secara stimultan maupun parsial. Populasi pada penelitian ini berjumlah 49 orang yang merupakan karyawan PT Asuransi Sinar Mas.

Karena ukuran populasi relatif kecil, maka semua anggota populasi dijadikan sampel, maka teknik pengambilan sampel (sampling) disebut sensus. Data primer dikoleksi dengan instrumen kuesioner, variabel kepemimpinan transformasional dengan 9 kuesioner, variabel kompensasi 5 kuesioner, dan variabel kepuasan kerja 8 kuesioner. Pengujian hipotesis yang telah dirumuskan menggunakan teknik regresi linier berganda dan koefisien determinasi (R^2).

Hasil pengujian hipotesis 1 bahwa kepemimpinan transformasional berpengaruh positif signifikan terhadap kepuasan kerja , hipotesis 2 bahwa kompensasi berpengaruh positif dan signifikan kuat terhadap kepuasan kerja, hipotesis 3 kepemimpinan transformasional dan kompensasi secara stimultan mempunyai R^2 sebesar 40,7%. Kesimpulannya bahwa model penelitian mampu menjelaskan 40,7% sedangkan sisanya sebesar 59,3% dijelaskan oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: kepemimpinan transformasional, kompensasi, kepuasan kerja

ABSTRACT

The objective of this research is to understand the effect of leadership transformational and compensation of job satisfaction of employees in PT Asuransi Sinar Mas Divisi Administration Health Insurance Division whether simultaneously or partially. The population of this research is 49 individuals who are employees of PT Asuransi Sinar Mas Divisi Administration Health Insurance Division.

Because the population size is relatively small, all population members used as samples, therefore the sampling technique is called census. Primary data was collected with questionnaire instrument, leadership transformational variable with 9 questionnaires, compensation variable with 5 questionnaires, and job satisfaction variable with 8 questionnaires. The formulated hypothesis testing is using multiple linear regression technique and coefficient determination (R^2).

Hypothesis 1 testing resulted that leadership transformational has a positive significant effect towards job satisfaction, hypothesis 2 testing resulted that compensation has a positive and strongly significant towards job satisfaction, hypothesis 3 resulted that leadership transformational and compensation simultaneously have R^2 of 40,7%. The conclusion is the research model is able to explain 40,7%, whereas the remaining 59,3% is explained by other variables which are not tested in this research.

Keywords: leadership transformational, compensation, job satisfaction