

## **ABSTRACT**

*This study aims to analyze the effect of motivation, work environment, transformational leadership on organizational effectiveness PT Isentia Jakarta. This research is descriptive-quantitative. Secondary data were gathered from various sources such as books and journals. Primary data were obtained using questionnaire distributed to Isentia Jakarta employees. The sampling method using saturated samples, a total sample of 56 employees'. Regression analysis as method of analysis. Various statistical tests such as validity, reliability, normality tests were employed. The results showed that the variabels of motivation work environment and transformational leadership partially and simultaneously had a significant and positive effect on organizational effectiveness PT Isentia Jakarta. The biggest and dominance influence shown by the transformational leadership with dimension individual consideration. In order to create organizational effectiveness, PT Isentia Jakarta should improve the relationship with subordinates personally, consider and pay attention to the needs of subordinates, guide, give direction, advice and train the subordinates.*

*Keywords : motivation, work environment, transformational leadership and organizational effectiveness.*



## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh motivasi, lingkungan kerja dan kepemimpinan transformasional terhadap efektivitas organisasi PT Isentia Jakarta. Dengan jenis penelitian deskriptif kuantitatif, menggunakan data primer dan sekunder. Data sekunder diperoleh melalui berbagai buku, jurnal dan informasi terkait. Data primer melalui kuesioner kepada karyawan di PT Isentia Jakarta. Metode pengambilan sampel menggunakan sampel jenuh dengan jumlah 56 karyawan. Metode analisis menggunakan regresi dan berbagai tes statistik seperti validitas, reliabilitas dan normalitas. Hasil penelitian menunjukkan bahwa variabel motivasi, lingkungan kerja dan kepemimpinan transformasional secara parsial dan simultan memiliki pengaruh yang signifikan dan positif terhadap efektivitas organisasi. Pengaruh terbesar ditunjukkan oleh variabel kepemimpinan transformasional dengan dimensi konsiderasi individual (*individual consideration*). Guna menciptakan efektivitas organisasi maka PT Isentia Jakarta harus terus meningkatkan hubungan dengan bawahan secara personal, mempertimbangkan dan memperhatikan kebutuhan bawahan, membimbing, mengarahkan, menasehati dan melatih bawahan.

Kata kunci : motivasi, lingkungan kerja, kepemimpinan transformasional, dan efektivitas organisasi

