

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh gaya kepemimpinan, disiplin kerja, *perceived organizational support* terhadap produktivitas kerja. Objek penelitian ini adalah PT. Kelly International Cosmetics. Penelitian ini dilakukan terhadap 102 responden dengan menggunakan pendekatan deskriptif kuantitatif. Teknik pengambilan sampel yang menggunakan nonprobability sampling. Metode pengumpulan data menggunakan metode survey, dengan instrument penelitian adalah kuesioner. Pendekatan yang digunakan dalam penelitian ini adalah Structural Equation Model (SEM) dengan alat analisis Smart PLS. Penelitian ini membuktikan bahwa gaya kepemimpinan, disiplin kerja, persepsi dukungan organisasi berpengaruh secara positif dan signifikan terhadap produktivitas kerja PT. Kelly International Cosmetics.

Kata Kunci : gaya kepemimpinan, disiplin kerja, *perceived organizational support*, produktivitas kerja.



## **ABSTRACT**

*This research aims to analyze the effects of leadership style, work discipline, and perceived organizational support on work productivity. The object of this research is PT. Kelly International Cosmetics. This research was conducted on 102 respondents using a quantitative descriptive approach. The sampling technique used was non probability sampling. Methods of data collection using survey methods using the research instrument of a questionnaire The approach used in this research is the structural equation model (SEM) with the Smart PLS analysis tool. This research proves that leadership style, work discipline, and perceived organizational support have a positive and significant effect on work productivity at PT. Kelly International Cosmetics.*

*Keywords: leadership style, work discipline, perceived organizational, work productivity*

