

ABSTRACT

PT. Insurance of Jiwasraya (Persero) as company of peripatetic state is service area, in obtaining market compartment need productive labour and loyal. for that needed a leader who capable to create satisfaction of employees, it is important to know how influence of leadership style supportive (supportive leadership, directive leadership, participative leadership and achievement oriented leadership) and employees satisfaction, influence of leadership style (supportive leadership, directive leadership, participative leadership and achievement oriented leadership), and influence [among/between] satisfaction of and employees of intention leave to in PT. Persero Insurance of Jiwasraya. Obyek of research sample is employees, agent and addict of PT. Persero Insurance of Jiwasraya, leadership style how most having an effect on satisfaction of employees is most base question, with amount of sample 200 responders from all employees of PT. Persero Insurance of Jiwasraya in Indonesia. Amount of employee is more men's with composition mount bigger contract employees status because most agents, year of service of mean only 6 year, with storey; level education of Master Strata One (S1) and many position at marketing shares, by using appliance analyse SPSS version 15.00 windows searched correlation between variables tied and free variable, searching regression as a whole and factor analysis beforehand test and validity of reliability data. Result of research show that there is positive influence and isn't it leadership style (supportive leadership, directive leadership, participative leadership and achievement oriented leadership) to employees satisfaction with storey ;level of significances equal to 0,000, there are positive influence and isn't it leadership style to Intention leave to with storey ;level of significance 0,001 and there is positive influence and isn't it satisfaction of employees to Intention leave to with storey; level of significance equal to 0,000. style of Supportive leadership is most dominant leadership style influence satisfaction of employees [in] PT. Persero Insurance of Jiwasraya with percentage of equal to 26,83%, style of participative highest leadership influence Intention to leave with percentage of equal to 38,93%. Is so that suggested by tired and optimal employees performance goals of profit maximal, performance evaluation and 360 degree require to be executed, style leadership of leadership oriented achievement require to be applied by environment of PT. Persero Insurance of Jiwasraya because is positive combination from third other leadership style, to improve satisfaction of employees and finally company productivity in broader scale.