

ABSTRACT

The purpose of the study was to determine the effect of leadership style, incentive giving and work motivation on the performance of employees of PT. Firsha Rana Azzam Medika. This research is a qualitative research. This research was conducted at PT. Firsha Rana Azzam Medika Bekasi West Java with a population of 85 employees. The sample in this study is the entire population of 85 employees. The technique of data collection is done by questionnaire method. Test the validity and reliability of the product moment correlation formula data from Pearson and Cronbach's Alpha. The data analysis technique used to test the hypothesis is multiple linear regression analysis. Based on the results of data analysis can be concluded, (1) there is a positive and significant influence on the leadership style on the performance of employees of PT. Firsha Rana Azzam Medika, (2) there is a positive and significant influence on giving incentives to the performance of employees of PT. Firsha Rana Azzam Medika (3) there is a positive and significant influence on the performance of employees of PT. Firsha Rana Azzam Medika.

Keywords: Leadership Style, Giving Incentives and Work Motivation

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