

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh Gaya Kepemimpinan, Disiplin Kerja dan Motivasi Kerja Terhadap Kinerja Karyawan Pada Gramedia Lippo Mall. Populasi dalam penelitian ini adalah seluruh pegawai di Gramedia Lippo Mall sejumlah 60 orang. Adapun sampel diambil yaitu 60 orang berdasarkan metode sensus. Metode analisis dilakukan melalui *Partial Least Square* versi 3.0 PLS.

Hasil penelitian menunjukkan bahwa Gaya Kepemimpinan berpengaruh positif dan signifikan terhadap Kinerja Karyawan, Disiplin Kerja berpengaruh positif dan signifikan terhadap Kinerja Karyawan, dan Motivasi Kerja berpengaruh positif dan signifikan terhadap Kinerja Karyawan. Disarankan Gramedia Lippo Mall mampu merangsang kreatifitas karyawan dengan melibatkan karyawan dalam setiap aktivitas atau rapat perusahaan. Sehingga karyawan menjadi terbiasa dalam mengemukakan pendapatnya sehingga mampu melatih kreatifitasnya dan membantu perusahaan.

Kata Kunci : *Gaya Kepemimpinan, Disiplin Kerja, Motivasi Kerja, Kinerja Karyawan*



ABSTRACT

This study aims to analyze the influence of Leadership Style, Work Discipline and Work Motivation on Employee Performance at Gramedia Lippo Mall. The population in this study were all 60 employees at Gramedia Lippo Mall. The samples were taken namely 60 employees based on the census method. The method of analysis is done through Partial Least Square version 3.0 PLS.

The results showed that leadership style had a positive and significant effect on employee performance, work discipline had a positive and significant effect on employee performance, and work motivation had a positive and significant effect on employee performance. It is recommended that Gramedia Lippo Mall be able to stimulate employee creativity by involving employees in every activity or company meeting. So that employees become accustomed to expressing their opinions so that they are able to train their creativity and help the company.

Keyword : *Leadership Style, Work Discipline, Work Motivation, Employee Performance*

