

PROSIDING

8th MANAGEMENT DYNAMIC CONFERENCE

2023

16-17 MARET

| Makassar
| Indonesia



TAS EKONOMI DAN



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About Madic 8 2023

Management Dynamics Conference (MADIC) ke-8 adalah seminar nasional yang diselenggarakan oleh Fakultas Ekonomi dan Bisnis Universitas Hasanuddin bekerja sama dengan Forum Pengelola Jurnal Manajemen (FPJM). Tema seminar “*Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional*”. Konferensi ini bertujuan untuk menghimpun berbagai pandangan dan pengalaman empiris dari para praktisi dan akademisi ekonomi mengenai penguatan UMKM sebagai pilar ekonomi utama serta memberikan solusi untuk tujuan ketahanan keberlanjutan (SDGs) Indonesia. Para akademisi, praktisi, peneliti telah berkontribusi dalam pengembangan penelitian manajemen dengan berpartisipasi dalam MADIC 8.

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Sambutan Dekan Fakultas Ekonomi dan Bisnis Universitas Hasanuddin

Selamat datang di Management Dynamics Conference (MADIC) ke-8 diadakan pada tanggal 16 – 17 maret 20223 di Makassar, Indonesia. Konferensi ini diselenggarakan untuk mempromosikan diskusi antara berbagai pemangku kepentingan tentang, manajemen dan bidang ekonomi. Kali ini, Fakultas Ekonomi dan Bisnis, Universitas Hasanuddin menjadi tuan rumah bekerja sama dengan Forum Pengelola Jurnal Manajemen (FPJM). Melanjutkan tradisi menyatukan penelitian, pembuat kebijakan, akademisi dan berbagai pemangku kepentingan untuk mempresentasikan dan mendiskusikan isu terkini terkait perkembangan ekonomi nasional. Untuk memperkuat pembahasan tentang manajemen, ekonomi dan bidang akuntansi, kami sepakat mengangkat topik konferensi tahun ini berjudul “*Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional*”. Untuk memberikan informasi terbaru mengenai topik kepada pembaca dan peserta, kami ingin menyampaikan apresiasi dan terima kasih kepada 3 narasumber dihadirkan dalam acara ini yaitu M. Fankar Umran CEO BRI Insurane, Causa Iman Karana Kepala Perwakilan Bank Indonesia Provinsi Sulawesi Selatan, dan Darwisman Kepala OJK Regional Sulampapua atas wawasan dan dukungan mereka selama konferensi. Kami berharap acara ini sangat mendorong diskusi tentang peningkatan kualitas UMKM di Indonesia. Selain itu kami ingin menyampaikan terima kasih dan dukungan kami kepada

Terakhir, kami ingin mengucapkan terima kasih sekali lagi atas kontribusi dan kerja sama yang sangat baik di antara kami para peserta konferensi. Selain itu, kami mengucapkan terima kasih atas kerjasama semua pihak panitia dalam menyelenggarakan konferensi. Kami berharap dapat bekerja sama dengan semua pemangku kepentingan yang terlibat dalam acara ini. Kami berharap proses ini akan menyediakan berbagai manuskrip unggulan yang dapat memberikan kontribusi besar dalam bidang ekonomi, manajemen dan akuntansi.

Prof.Dr.Abd. Rahman Kadir, M.Si., CIPM
Dekan Fakultas Ekonomi dan Bisnis
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Sambutan Ketua panitia Management Dynamic Conference ke - 8

Saya sangat senang bahwa acara Management Dynamic Conference ke-8 dengan tema "Penguatan Manajemen UMKM sebagai Motor Penggerak Pemulihan Ekonomi Nasional" telah terlaksana dengan sukses. Semoga acara ini memberikan banyak manfaat dan inspirasi bagi semua peserta yang hadir.

Saya ingin mengucapkan selamat dan mengapresiasi seluruh panitia yang telah bekerja keras dan dedikasi tinggi dalam menyelenggarakan acara ini. Tanpa upaya mereka, acara ini tidak akan mungkin terwujud. Terima kasih atas kerja keras dan komitmen yang telah diberikan.

Selain itu, saya juga ingin mengucapkan terima kasih kepada narasumber yang telah berbagi pengetahuan dan pengalaman mereka dalam mendukung penguatan manajemen UMKM. Kontribusi mereka sangat berharga dan saya berharap peserta dapat mengambil manfaat yang besar dari presentasi dan diskusi yang telah dilakukan.

Saya berharap bahwa acara ini menjadi awal dari langkah-langkah konkret dalam memperkuat sektor UMKM sebagai motor penggerak pemulihan ekonomi nasional. Mari kita terus bekerja sama, berinovasi, dan berkolaborasi dalam mendukung pertumbuhan UMKM dan memajukan ekonomi kita.

Terima kasih kepada semua yang telah berpartisipasi dalam acara ini, termasuk peserta, narasumber, dan semua pihak yang telah memberikan dukungan. Semoga kita dapat melanjutkan semangat dan energi positif ini untuk memperkuat sektor UMKM dan membangun ekonomi yang lebih kuat.

Sekali lagi, selamat atas kesuksesan acara Management Dynamic Conference ke-8. Semoga langkah-langkah yang dihasilkan dari acara ini dapat memberikan dampak yang positif bagi penguatan manajemen UMKM dan pemulihan ekonomi nasional.

Insany Fitri Nurqamar, S.E.,M.M.

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The Effect of Leadership Style and Motivation on Employee Performance at PT. Jaya Sakti Prasetya

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Abstract

This study aims to examine leadership styles and motivation toward employee performance empirically. This research is a descriptive quantitative study that uses primary data. The sample of this study is employees at PT. Jaya Sakti Prasetya, which totals 55 people. The hypothesis test used is multiple linear regression analysis with the help of SPSS software version 25. The results of this study show that the influence of leadership style has a positive and significant effect on employee performance in PT. Jaya Sakti Prasetya and Leadership Style and Motivation positively and significantly affect Employee Performance at PT. Jaya Sakti Prasetya.

Keywords: leadership style, employee motivation, performance.

Abstrak

Penelitian ini bertujuan untuk meneliti secara empiris Gaya Kepemimpinan Dan Motivasi Terhadap Kinerja Karyawan. Penelitian ini merupakan penelitian kuantitatif deskriptif, yang menggunakan data primer. Yang menjadi sampel penelitian ini Pegawai Pada PT. Jaya Sakti Prasetya yang berjumlah 55 Orang. Uji hipotesis yang digunakan adalah analisis regresi linear berganda dengan bantuan software SPSS versi 25. Hasil dari penelitian ini menunjukkan bahwa Pengaruh Gaya Kepemimpinan berpengaruh positif dan signifikan terhadap Kinerja Karyawan Pada PT. Jaya Sakti Prasetya dan bahwa Gaya Kepemimpinan dan Motivasi berpengaruh positif dan signifikan terhadap Kinerja Karyawan Pada PT. Jaya Sakti Prasetya.

Kata kunci: gaya kepemimpinan, motivasi, kinerja karyawan

1. Introduction

The success of a company is strongly influenced by employee performance. Every company will always try to increase productivity in the hope that the company's goals will be achieved. The company will take various ways to improve performance, for example, supported by leadership in moving work. Phenomena that arise in positive leadership are having positive thoughts, talking about good things, giving positive encouragement at work to subordinates, and creating the best solutions for aides. Leadership has a significant impact on employee motivation. The characteristics of his subordinates will significantly influence a leader. Leader behavior is related to the cooperation process between leaders and their subordinates. A leader is said only to succeed if it brings up.

In an organization or company, leadership is an essential factor. Leadership is seen as very important for two reasons: first, changing leaders often changes the performance of a unit, agency, or organization. Second, the research results show that one of the internal factors influencing organizational success is leadership, including the leadership process at every level of the organization and the competence and actions of the leader concerned. Leadership and leadership style in the organization plays a vital role and influence employee performance; besides that, several other factors are considered capable of affecting employee performance, one of which is employee motivation.

Work motivation is a driving force for someone to carry out an activity to get the best results. Therefore it is not surprising that employees have high work motivation as well. For this reason, employee motivation needs to be increased so that employees can produce the best performance. In addition, if there is an employee with a less enthusiastic position about work, it is necessary to pay attention to the leader to motivate the employee. Motivation comes from the Latin word *movere*, which means to encourage or drive motivation in management, only shown to human resources in general and subordinates in particular. Motivation questions how to direct the power and potential of associates so that they want to work together productively to succeed in achieving and realizing the goals that have been set.

Based on field facts found with one of the employees of PT. Jaya Sakti Prasetya that there is a successful performance of employees, which is supported by the influence of good leadership and work motivation itself, a statement from employees of PT. Jaya Sakti Prasetya shows that there are problems related to unfavorable leadership styles. The figure of the manager's leadership in leading the employees so far could be better, especially in unclear communication patterns that make the employees of PT. Jaya Sakti Prasetya misinterpreted what he ordered. The impact of these problems results in many gaps between employees and leaders, which can reduce the performance of employees. Then when looking at the motivation of every employee of PT. Jaya Sakti Prasetya could be much higher due to a wrong leadership style so that employees feel comfortable in their work. They feel worried about orders from supervisors who sometimes suddenly order with unclear instructions and impact employee results (results of interviews at PT, Jaya Sakti Prasetya).

The results of previous research by Gusli (2016) showed the influence of leadership style and work motivation on employee performance at PT. PLN (Persero) Rayon Makassar Selatan explained that the results of the t-test analysis showed that the leadership style variable (X1) and motivational variable (X2) had an effect significant to employee performance (Y). the most dominant variable affecting employee performance is the motivational variable (X2). Field evidence based on pre-research results shows that the lack of a leadership role in creating unified communication and providing employee guidance will lead to low employee performance levels. Likewise, a lack of employee motivation, such as not being disciplined in coming to work, and being lazy at work, will cause low employee performance.

Based on the field facts described above and the differences in the findings of previous research results in explaining the influence between variables in this study, the researcher is interested in conducting research with the title "The Influence of Leadership Style and Motivation on Employee Performance at PT. Jaya Sakti Prasetya."

2. Methodology

Our research uses a quantitative approach, which is a method used to examine specific populations or samples; data collection uses research instruments, and data analysis is statistical, with the aim of testing the hypotheses that have been set. Our research was conducted at PT. Jaya Sakti Prasetya, which is located on Jl. Muh. Tahir No. 6 Makassar, South Sulawesi. The study was conducted for two months, from November 2022 to December 2022. The type of data in this research is quantitative data, namely data in the form of numbers or qualitative data that is estimated. This study's data sources are also divided into two types, namely primary data. Primary data is obtained directly from the field through observation or interviews with informants.

The population in this study were all employees of PT. Jaya Sakti Prasetya, totaling 55 people. Meanwhile, in determining the sample, we used a census sampling technique. Researchers took all pieces in the population. The model in this study amounted to 55 people. We collected data through questionnaire techniques, observation, interviews, and

documentation. In analyzing the data, we used several types of analysis: descriptive analysis, multiple linear regression, and hypothesis testing.

3. Research Result

Description of Research Object by Gender

Based on Gender

Table 1. Respondents by Gender

Description	Number of Respondents	Percentage
Man	35	64%
Woman	20	36%
Total	55	100%

Source: primary data processed in 2022

Table 1 shows that respondents with males Gender totaled 35 or 64% of respondents and female Gender with a total of 20 or 36% of respondents. Thus, the respondents of this study were dominated by male employees. This is because this job requires excellent physical and mental performance to work optimally.

Based on Working period

Table 2. Respondents by education level

Working Period	Number of Respondents	Percentage
<1 tahun	5	9%
>2-3 tahun	9	16%
>4-5 tahun	29	53%
>6-8 tahun	12	22%
Total	55	100%

Source: primary data processed in 2022

Based on table 2 above, it can be seen that 5 or 9% of respondents with <1 year of service, 9 or 16% of respondents with >2-3 years of service, 29 or 53 of respondents with >4-5 years of service % of respondents, and respondents with a working period of >6-8 years amounted to 12 or 22% of respondents. Thus, the respondents of this study were dominated by employees who had worked for >4-5 years. This is because this job requires employees who have good work experience to make it easier for these employees to adapt well to company regulations.

Instrument Test Results

Descriptive Statistical Test Results

Table 3. Descriptive statistical analysis

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
Gaya Kepemimpinan	55	3.80	5.00	4.676	.42518

Motivasi	55	3.75	5.00	4.658	.30113
Kinerja	55	4.00	5.00	4.842	.35775
Valid N (listwise)	55				

Source: primary data processed in 2022

Based on table 3 can be explained as follows: 1). variable X1 has a minimum value of 3.8, a maximum weight of 5, and a mean of 4.676, so it is on the value scale, indicating the answer choices strongly agree. The standard deviation indicates a deviation of 0.42518 from the average value of the total respondents' answers. 2). variable X2 has a minimum value of 3.75, a maximum weight of 5, and a mean of 4.658, so it is on the value scale, indicating the answer choices strongly agree. The standard deviation indicates a deviation of 0.30113 from the average value of the total respondents' answers. And 3). Variable Y has a minimum value of 4, a maximum weight of 5, and a mean of 4.842, so it is on the scale of values indicating the answer choices strongly agree. The standard deviation value indicates a deviation of 0.35775 from the average value of the total respondents' answers.

Data Instrument Test Results

Validity test

Table 4. Validity test results

Variable	Number of Question	Items Pearson	Correlation > r-table	Ket.
Leadership Style (X1)	X1.1	0,584	0,361	Valid
	X1.2	0,592	0,361	Valid
	X1.3	0,706	0,361	Valid
	X1.4	0,724	0,361	Valid
	X1.5	0,565	0,361	Valid
Motivation (X2)	X2.1	0,428	0,361	Valid
	X2.2	0,770	0,361	Valid
	X2.3	0,795	0,361	Valid
	X2.4	0,706	0,361	Valid
	X2.5	0,480	0,361	Valid
Employee Performance (Y)	Y1.1	0,696	0,361	Valid
	Y1.2	0,540	0,361	Valid
	Y1.3	0,752	0,361	Valid
	Y1.4	0,723	0,361	Valid
	Y1.5	0,628	0,361	Valid

Source: primary data processed in 2022

The data in Table 4 shows that all the indicators used to measure the variables used in this study have a correlation coefficient or corrected item-total correlation value greater than r-table (0.361), so it can be said that all the indicators of this research variable are valid.

Reliability test

Table 5. Reliability test results

Variabel	Cronbach Alpha	N of Items
Leadership Style	0,626	10
Motivation	0,630	12

Employee Performance	0,665	6
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Source: primary data processed in 2022

Hypothesis Test Results

Multiple linear regression analysis

Table 6. Regression equation model

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.014	3.331		6.411	.000
	Leadership Style	.206	.122	.115	2.825	.004
	Motivation	.288	.099	.585	3.611	.001
a. Dependent Variable: Kinerja pegawai						

Based on Table 6, the regression equation obtained from the calculation results is as follows:

$$Y = 12.014 + 0.206 X_1 + 0.288 X_2$$

The model can be interpreted as follows: 1). A constant of 12.014 means that if the variable Leadership Style (X_1), Motivation (X_2) is 0, then the resulting employee performance value is 12.014, assuming other variables can affect employee performance are considered constant. 2). The regression coefficient of the Leadership Style variable (X_1) of 0.206 states that each additional Leadership Style variable (X_1) of one unit will increase the performance of employees of PT. Jaya Sakti Prasetya. 3). The regression coefficient of the Motivation variable (X_2) is 0.288, which states that each additional unit of motivation variable (X_2) will increase the performance of PT employees. Jaya Sakti Prasetya. 4). The results of this study are those of Ivonne AS. Sajangbati (2013) The effect of motivation, work discipline, and job satisfaction on PT employees' performance. Indofood Sukses Makmur, where research also uses multiple regression methods with the result that Leadership Style and work motivation have a significant effect on employee performance.

Based on table 5, it can be seen that the Cronbach Alpha value of all the tested variables is above 0.60. So all variables in this study are declared reliable.

Test the coefficient of determination (R^2)

Table 7. Test results for the coefficient of determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.757 ^a	.655	.576	1.976
a. Predictors: (Constant), Motivasi, Gaya Kepemimpinan				
b. Dependent Variable: Kinerja Pegawai				

From the table above, we can see that the R Square value is 0.655 or 65.5%, which means that the employee performance variable can be explained by 65.5% by Leadership Style and work motivation. The difference of 34.5% is explained by other unknown factors or variables not included in this regression analysis, such as motivation, compensation, leadership, competence, and others.

Test t

Table 8. T-test results

Coefficients ^a						
Model		Unstandardized Coefficients		Tandardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.014	3.331		6.411	.000
	Leadership Style	.206	.122	.115	2.825	.004
	Motivation	.288	.099	.585	3.611	.001
a. Dependent Variable: Kinerja Pegawai						

Source: data processed based on IBM SPSS Version 25.0

The t-statistical test shows how far the influence of one explanatory/independent variable individually explains the variation of the dependent variable. Based on table 13, the results of the t-test above to determine the magnitude of the influence of each independent variable partially (individually) on the dependent variable are as follows: 1). The Effect of Leadership Style on Employee Performance. From the results of the t-test in table 9, it is known that the significant value for the influence of the Leadership Style variable (X1) on employee performance (Y) is $0.004 < 0.05$, and the t count value is $2.825 > t$ table 2.006. It can be concluded that H1 is accepted and H0 is rejected, meaning that the Leadership Style variable significantly affects the performance of PT employees. Indofood Success Prosperous. These results are reinforced by Aliafifah and Priatna (2022), "The Influence of Leadership Style and work motivation on employee performance at PT Galaxy Partani Mas Kota Tangerang," where the results of their research state that Leadership Style influences employee performance. 2.) Influence of Motivation On Employee Performance From the results of the t-test in table 9, it is known that the significant value for the influence of the variable job satisfaction (X2) on employee performance (Y) is $0.001 < 0.05$ and the t count value is $3,611 > t$ table 2,006.

So it can be concluded that H_0 is rejected and H_2 is accepted, meaning that the variable of work motivation has a significant effect on employee performance. PT Jaya Sakti Prasetya. The positive value explains that there is a unidirectional influence; if motivation increases, employee performance will also increase. These results are reinforced by research conducted by Fika Laela Qodarini and Rini Nugraheni (2015) entitled "The Influence of Discipline work, job satisfaction, and leadership style on employee performance (studies on production employees at PT. Nyonya Meneer Semarang) where the results of his research stated that job satisfaction has a significant effect on employee performance. This shows that the application of motivation that is applied is good. It can be seen from the salary that employees receive because it is by their workload.

3.4.1. F test

Table 9. F test results

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	212.142	2	141.071	35.658	.001 ^b
	Residual	84.658	52	4.028		
	Total	86.800	54			
a. Dependent Variable: Kinerja Pegawai						
b. Predictors: (Constant), Motivasi, Gaya Kepemimpinan						

Table 9 shows whether all the independent variables or independent variables included in the model have a combined effect on the dependent or dependent variable. The F statistical test is used to fulfill all the impact of the independent variables tested at a significant level of 5%. The results of the simultaneous important coefficient test can be seen in table 11. The Fcount value obtained is 35.658, while the Ftable value is 3.17. It can be seen that the Fcount value is $35.658 > F_{table} 3.17$ with a significant level of 0.001 because the considerable level is < 0.05 . then this regression model can be used for employee performance variables at PT. Jaya Sakti Prasetya. In other words, the variables of Leadership Style and motivation together (simultaneously) have a positive effect on employee performance variables.

4. Discussion

The Influence of Leadership Style on Employee Performance

From the results of the t-test in table 8, it is known that the significant value for the influence of the variable Leadership Style (XI) on employee performance (Y) is $0.004 < 0.05$, and the t value is $2.825 < t_{table} 2.006$. It can be concluded that H_0 is rejected and H_1 is accepted, meaning that the Leadership Style variable significantly affects the performance of PT employees. Jaya Sakti Prasetya. These results are reinforced by research conducted by Aliafifah and Priatna (2022) entitled "The Influence of Leadership Style and Work Motivation on Employee Performance at PT Galaxy Partani Mas

Tangerang City," where the results of their research state that Leadership Style influences employee performance, Leadership Style influences research this is because leadership is an essential factor in providing direction to employees. Leadership needed is leadership that can empower employees and motivates employees to carry out their duties. In companies, leaders have different leadership styles, where the right kind will produce employees who excel. The right leadership style will inspire enthusiasm to work, thereby increasing employee performance.

The Effect of Motivation on Employee Performance

From the results of the t-test in the table, it is known that the significant value for the effect of the motivation variable (X2) on employee performance (Y) is $0.001 < 0.05$, and the t count value is $3,611 > t \text{ table } 2.006$. It can be concluded that H_0 is rejected and H_2 is accepted, meaning that the motivational variable has a significant effect on the performance of employees of PT. Jaya Sakti Prasetya. The positive value explains that there is a unidirectional effect; that is, if work motivation increases, employee performance will also increase. These results are reinforced by research conducted by Fika Laela Qodarini and Rini Nugraheni (2015) entitled "The Influence of Work Discipline, Motivation, and Leadership Styles on Employee Performance (Study on Employees in the Production Section of PT. Nyonya Meneer Seinarang) where the research results in a state that motivation influences significant effect on employee performance. This shows that the application of motivation applied is good. It can be seen from employees' salaries because it is their workload. The role of work motivation is enormous, which means that reason can direct and guide one's attitude in dealing with work so that company goals can be achieved if employees have high work motivation.

5. Conclusion

Based on the results of research and discussion regarding the analysis of the influence of Leadership Style and Motivation on Employee Performance, the following conclusions can be drawn: 1). Based on the test results on the leadership style variable (X1) partially, it shows that it has a significant influence on employee performance variables (Y). 2). Based on the test results on the work motivation variable (X2) partially, it shows that there is a significant effect on the employee performance variable (Y). 3). The two independent variables, namely Leadership Style (X1) and Work Motivation (X2), jointly (simultaneously) influence the employee performance variable (Y).

Suggestions that can be given for further research are as follows: 1.) On the Leadership Style variable, leaders at PT. Jaya Sakti Prasetya must provide better direction to his employees to improve their job performance. 2.) In the work motivation variable, the factor that influences employees' job satisfaction and enthusiasm is the salary they receive for that PT. Jaya Sakti Prasetya must be able to maintain this so that employee motivation is maintained. 3). In employee performance variables, the factors that influence employee performance levels are employees producing quality work. For that, PT. Jaya Sakti Prasetya can motivate and encourage employees to take advantage of the time available to complete work to support good work results.

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Pengaruh Bauran Pemasaran dan Pengalaman Merek terhadap Minat Beli Ulang Pengguna Spotify Premium di Makassar

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Abstract