PENGARUH GAYA KEPEMIMPINAN TRANSFORMASIONAL, REWARD DAN PUNISHMENT TERHADAP KINERJA KARYAWAN PADA KARYAWAN ATLAS BEACH FEST BALI

Abstrak

Keberhasilan kinerja organisasi/perusahaan tergantung dari kinerja karyawan atau dengan kata lain kinerja karyawan akan memberikan kontribusi pada kinerja organisasi. Penelitian ini bertujuan untuk mengetahui pengaruh gaya kepemimpinan transformasional, reward dan punishment terhadap kinerja karyawan pada karyawan Atlas Beach Fest Bali. Penelitian ini dilakukan di Atlas Beach Fest Bali Bali dengan jumlah sampel yaitu sebanyak 58 responden. Teknik penentuan sampel yang digunakan adalah rumus Slovin. Pengumpulan data dilakukan melalui observasi, wawancara, studi, kuesioner dan studi dokumentasi. Teknik analisis data yang digunakan yaitu analisis regresi linear berganda melalui program *Stastiscal Pack Of Social Sciende* (SPSS) versi 25 *for windows*. Berdasarkan hasil analisis, penelitian ini menunjukkan bahwa gaya kepemimpinan transformasional berpengaruh positif dan signifikan terhadap kinerja karyawan, reward berpengaruh positif dan signifikan terhadap kinerja karyawan dan punishment berpengaruh positif dan signifikan terhadap kinerja karyawan.

Kata Kunci : Gaya Kepemimpinan Transformasional, Reward, Punishment Dan Kinerja Karyawan

THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP STYLE, REWARD AND PUNISHMENT ON EMPLOYEE PERFORMANCE AT EMPLOYEES ATLAS BEACH FEST BALI

Abstrack

The success of the performance of the organization/company depends on the performance of employees or in other words the performance of employees will contribute to organizational performance. This study aims to determine the effect of transformational leadership style, reward and punishment on employee performance at Atlas Beach Fest Bali employees. This research was conducted at Atlas Beach Fest Bali with a total sample of 58 respondents. The sampling technique used is the Slovin formula. Data collection was carried out through observation, interviews, studies, questionnaires and documentation studies. The data analysis technique used was multiple linear regression analysis through the Statistical Pack of Social Sciences (SPSS) version 25 for windows program. Based on the results of the analysis, this study shows that transformational leadership style has a positive and significant effect on employee performance, rewards have a positive and significant effect on employee performance and punishment has a positive and significant effect on employee performance.

Keywords: Transformational Leadership Style, Reward, Punishment and Employee Performance