

ABSTRAK

PENGARUH GAYA KEPEMIMPINAN MILENIAL TERHADAP KINERJA KARYAWAN

Oleh

Yohanes Apik Lumban Batu

Penelitian ini memiliki tujuan mengetahui pengaruh gaya kepemimpinan milenial terhadap kinerja karyawan sales di industri perdagangan otomotif di Bandar Lampung yakni, PT. Tunas Dwipa Matra, PT. NSS Kedaton dan PT. Lautan Teduh Sentral (Yamaha Sentral). Pendekatan kuantitatif dengan jenis penelitian eksplanatori digunakan dengan sampel jenuh sebanyak 73 orang untuk merumuskan hasil penelitian. Data dikumpulkan lewat kuesioner, kemudian dianalisis dengan analisa deskriptif dan regresi linier sederhana.

Hasi dari penelitian menunjukkan adanya pengaruh positif gaya kepemimpinan milenial terhadap kinerja karyawan. Maka, penelitian ini penting untuk meningkatkan karakteristik kepemimpinan milenial demi pengaruh positif yang berkelanjutan di organisasi.

Kata kunci : Gaya Kepemimpinan, Milenial, Kinerja Karyawan

ABSTRACT

THE EFFECT OF MILLENNIAL LEADERSHIP STYLE ON EMPLOYEE PERFORMANCE

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Yohanes Apik Lumban Batu

This study aims to determine the effect of millennial leadership style on the performance of sales employees in the automotive trading industry in Bandar Lampung namely, PT. Tunas Dwipa Matra, PT. NSS Kedaton and PT. Central Teduh Ocean (Yamaha Sentral). A quantitative approach with an explanatory research type was used with a saturated sample of 73 people to formulate research results. Data were collected through questionnaires, then analyzed with descriptive analysis and simple linear regressions.

The results of the study show that there is a positive influence of millennial leadership style on employee performance. Thus, this research is important to improve millennial leadership characteristics for a sustainable positive influence in organizations.

Keywords: Leadership Style, Millennials, Employee Performance