

## **ABSTRACT**

### **LEADERSHIP STYLE, MOTIVATION AND JOB SATISFACTION ON EMPLOYEE PERFORMANCE IN THE TOURISM AND CREATIVE ECONOMY DEPARTMENT OF LAMPUNG PROVINCE**

Oleh

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*This research examines the role of human resources (HR) with a focus on the Department of Tourism and Creative Economy of Lampung Province. Quality and experienced HR are the cornerstone of an organization's performance and employee well-being. Factors such as leadership, motivation, and job satisfaction are believed to influence employee performance. This study explores the impact of leadership on employee performance and how motivation and job satisfaction factors affect performance within the Department of Tourism and Creative Economy of Lampung Province. The research employs a quantitative analysis method, collecting data through questionnaires from all 63 employees of the department. The results indicate that leadership, motivation, and job satisfaction have a positive impact on employee performance. Furthermore, the findings confirm that these factors collectively influence performance. These results hold significant implications for management in their efforts to enhance employee performance and achieve the goals of the Department of Tourism and Creative Economy of Lampung Province. This research contributes to the understanding of factors influencing employee performance in the tourism and creative economy sector and provides a foundation for future managerial improvements.*

**Keywords** — *HR, Leadership, Motivation, Satisfaction, and Performance*

