

Abstract

THE INFLUENCE OF CHARISMATIC LEADERSHIP STYLE AND INCENTIVES ON EMPLOYEE PRODUCTIVITY AT CV. JAYA BAKERY

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This research examined the influence of charismatic leadership style and incentives on employee productivity at CV—Jaya bakery. The type of research used was quantitative associative. The population in this study were all employees of CV—Jaya bakery. The sampling method used was non-probability and the sampling technique was purposive, so 38 employees were obtained as a sample. The data was analyzed using multiple linear regressions and found that charismatic leadership styles and incentives affected employee productivity. CV—Jaya Bakery should manage their charismatic leadership style and incentive so the employees can be more productive and its impacted to increasing the company profit in long term.

Keywords: Charismatic Leadership Style, Incentives, Employee Productivity.

