

ABSTRAK

THE INFLUENCE OF INCENTIVES AND LEADERSHIP STYLE ON WORK PRODUCTIVITY AT PT GRAMEDIA ASRI MEDIA IN BANDAR LAMPUNG

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The aim of this research is to analyze the influence of incentives and leadership style on work productivity at PT Gramedia Asri Media in Bandar Lampung. This type of research uses a quantitative type with an associative causality approach. The population in this study were employees of PT Gramedia Asri Media. Samples were taken using saturated sampling techniques. The data collection tool uses an online questionnaire. The results of this research show that incentives and leadership styles, either partially or together or simultaneously, have shown a significant and positive influence on employee productivity at PT Gramedia Asri Media in Bandar Lampung. It was concluded that providing incentives and leadership style had an impact on employee productivity at PT Gramedia Asri Media in Bandar Lampung.

Keywords: Incentives, leadership style, employees, gramedia