

ABSTRACT

ANALYSIS OF TRANSFORMATIONAL AND TRANSACTIONAL LEADERSHIP INFLUENCE ON SATISFACTION OF BANDAR LAMPUNG CITY SECRETARIAT EMPLOYEES

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Human resources (HR) play an important role in achieving organizational goals. Employee satisfaction is closely related to employee performance and quality of work. Leadership style is an important factor that can influence employee satisfaction. This research assesses the influence of modern leadership styles, namely transformational leadership and transactional leadership (independent variable) on employee satisfaction (dependent variable) using quantitative analysis, multiple regression. Data was collected based on answers to an online questionnaire (google form) received from 80 respondents who were employees of the Regional Secretariat of Bandar Lampung City. The results of data analysis with SPSS version 26 showed that all variables were valid, reliable, and homoscedastic, and the regression model form was very good. The study results showed that transformational leadership had a significant positive influence on employee satisfaction, assuming that every 1 increase in the value of the transformational leadership score is predicted to increase the employee satisfaction score by 0.785. Meanwhile, transactional leadership did not have a significant effect on employee satisfaction.

Keywords: transformational leadership, transactional leadership, employee satisfaction, human resources, government organization