

ABSTRACT

THE EFFECT OF TRANSFORMATIONAL LEADERSHIP AND KNOWLEDGE SHARING ON WORK PRODUCTIVITY OF EMPLOYEES IN PT DANAMAS INSAN KREASI ANDALAN LAMPUNG BRANCH

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The purpose of this study was to find out the effect of transformational leadership style and knowledge sharing on work productivity of employees in PT Danamas Insan Kreasi Andalan Lampung Branch. The population in this study were all employees of the marketing department of PT Danamas Insan Kreasi Andalan Lampung Branch. The sampling method in this study used non-probability sampling using the saturated sampling technique. Saturated sampling technique is a sampling technique when all members of the population are sampled. The sample in this study was the employees of the marketing department of PT Danamas Insan Kreasi Andalan Lampung Branch totaling 40 employees. This type of research was quantitative. The data analysis method in this study used the multiple linear regression analysis method because it used more than one independent variable that affected the dependent variable. The result of the analysis showed that transformational leadership style and knowledge sharing partially affected the employee work productivity in PT Danamas Insan Kreasi Andalan, Lampung Branch.

Keywords: Transformational Leadership Style, Knowledge Sharing and Work Productivity