

ABSTRACT

INFLUENCE OF LEADERSHIP STYLE OF THE FIRST LINE MANAGER TOWARD WORKERS MOTIVATION

Case Study at PT Catur Wangsa Indah Tasikmalaya

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The aim of this study is to identify the leadership style used by the first line manager at PT Catur Wangsa Indah Tasikmalaya, and whether the leadership style influences the work motivation of its workers. In order to explore the leadership style, Edwin B. Flippo's approach is used who divides the leadership style into five types; coercive autocracy, benevolent autocracy, manipulative autocracy, consultative leadership, and laissez faire approach. To understand the work motivation of the worker, the need fulfillment theory advanced by A. Maslow is used, which divides the basic human needs into five types: physiological needs, security, social needs, esteem and self actualization.

To identify the leadership style used it is broken down into four variables: the way the leader makes decisions, the relationship between the leader and the workers, the way the leader treats the workers, and the way the leader deals with problems within the company. The data collection techniques used are questionnaire, interview, and documentation. Questionnaires were distributed to among over 100 respondents who represent the population of 490 workers in the production departement. The sample is taken by random. In order to identify the leadership style, the mean values of its variables are calculated, while the regression technique is used to know the effect towards the workers motivation.

As a result of this study it was found that the leadership style used at PT Catur Wangsa Indah is manipulative autocracy. Calculation showed that F_o is 7,76 and F_t is 4,085 for 1% significancy level, whereas for the 5% significancy level F_t standard is 2,495. Thus F_o is higher than F_t . Based on literature this condition is stated as significant. So, there is a positive influence between leadership style of the first line manager and motivation of the workers.