

ABSTRAK

James Montalili (2008). Hubungan antara persepsi *salesman* terhadap gaya kepemimpinan transformasional atasan dengan komitmen organisasi di CV. Lidah Buaya Group. Jogjakarta : Fakultas Psikologi ; Jurusan Psikologi; Universitas Sanata Dharma.

Penelitian ini bertujuan untuk mengetahui hubungan antara persepsi *salesman* terhadap gaya kepemimpinan transformasional atasan dengan komitmen organisasi di CV. Lidah Buaya Group Magelang. Hipotesis yang diajukan adalah ada hubungan positif yang signifikan antara persepsi *salesman* terhadap gaya kepemimpinan transformasional atasan dengan komitmen organisasi.

Subjek penelitian adalah seluruh karyawan bagian penjualan (*sales*) CV. Lidah Buaya Group. Pengumpulan data dilakukan melalui penyebaran skala persepsi terhadap gaya kepemimpinan transformasional dan skala komitmen organisasi. Koefisien realibilitas dari skala persepsi terhadap gaya kepemimpinan transformasional adalah 0.926 dan koefisien realibilitas dari skala komitmen organisasi adalah 0.919. Untuk mengetahui hubungan antara persepsi *salesman* terhadap gaya kepemimpinan transformasional atasan dengan komitmen organisasi digunakan teknik korelasi Pearson.

Koefisien korelasi (r) yang diperoleh dalam penelitian ini adalah 0.715 pada taraf signifikansi (p) 0.01. Hal ini berarti ada korelasi positif yang signifikan antara persepsi *salesman* terhadap gaya kepemimpinan transformasional atasan dengan komitmen organisasi. Dapat disimpulkan bahwa semakin tinggi persepsi *salesman* terhadap gaya kepemimpinan transformasional atasan akan semakin tinggi pula komitmen organisasi *salesman* tersebut.

ABSTRACT

James Montalili (2008). The Correlation between salesman's perception about supervisor's transformational leadership style and organization commitment in CV. Lidah Buaya Group. Jogjakarta : Department of Psychology ; Sanata Dharma University.

The aim of this research was to find the correlation between salesman's perception about supervisor's transformational leadership style and organization Commitment in CV. Lidah Buaya Group in Magelang. The existence of a significant positive correlation between salesman's perception about supervisor's transformational leadership style and organization commitment was the hypothesis.

The subject of this research were all salesman CV. Lidah Buaya Group. Data collection was done through scattered salesman's perception about supervisor's transformational leadership style scale and organizational commitment scale. The reliability coefficient from salesman's perception about supervisor's transformational leadership style scale was 0.926 and 0.919 was from organizational commitment scale. To find the correlation between salesman's perception about supervisor's transformational leadership style and organizational commitment, Pearson correlation was employed.

Correlation coefficient (r) between salesman's perception about supervisor's transformational leadership style and organizational commitment was 0.715 at the level of significant (p) 0.01. That means there's a significant positive correlation between salesman's perception about supervisor's transformational leadership style and organization commitment. We can conclude that the higher salesman's perception about transformational leadership's style gets, the higher organization commitment will gets too.