

HUBUNGAN ANTARA GAYA KEPEMIMPINAN TRANSAKSIONAL DENGAN *EMPLOYEE ENGAGEMENT* PADA KARYAWAN DIVISI PEMASARAN

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui hubungan antara gaya kepemimpinan transaksional dengan *employee engagement* pada karyawan divisi pemasaran. Subjek yang digunakan dalam penelitian ini berjumlah 125 karyawan divisi pemasaran. Alat pengumpulan data yang digunakan adalah 10 item skala gaya kepemimpinan transaksional ($\alpha = 0.873$) dan 17 item skala *employee engagement* ($\alpha = 0.906$). Teknik analisis data menggunakan uji korelasi *Spearman's rho* karena sebaran data pada penelitian ini tidak normal. Hasil uji korelasi *Spearman's rho* menunjukkan bahwa ada korelasi yang positif dan signifikan antara gaya kepemimpinan transaksional dengan *employee engagement* ($r = 0,181$ dan $p = 0,022$).

Kata kunci : Gaya kepemimpinan transaksional, *employee engagement*, karyawan divisi pemasaran



CORRELATION BETWEEN TRANSACTIONAL LEADERSHIP STYLE WITH EMPLOYEE ENGAGEMENT IN MARKETING DIVISION EMPLOYEE

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ABSTRACT

This study aims to investigate the correlation between transactional leadership style and employee engagement in marketing division employees. The subjects in this study were 125 marketing division employees. The data collection instruments were 10 items of the transactional leadership style scale ($\alpha = 0.873$) and 17 items employee engagement scale ($\alpha = 0.906$). The data analysis technique used in this research was Spearman's rho correlation test because the distribution of data in this study were not normal. The Spearman's rho correlation test results showed that there was a positive and significant correlation between transactional leadership style and employee engagement ($r = 0.181$ and $p = 0.022$).

Keywords: Transactional leadership style, employee engagement, marketing division employees

