

## ABSTRAK

Ardianto, M. R. (2026). Hubungan Antara Gaya Kepemimpinan Transaksional dan *Work Engagement* Pada *Medical Representative*. *Skripsi*. Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Penelitian ini bertujuan untuk mengetahui hubungan antara gaya kepemimpinan transaksional dan *work engagement* pada *medical representative*. Hipotesis yang diajukan adalah adanya hubungan yang positif antara gaya kepemimpinan transaksional dan *work engagement*. Hubungan antara kedua dimensi kepemimpinan transaksional, yaitu *management by exception active* (MBE A) dan *contingent reward* juga diuji terhadap *work engagement* sebagai hipotesis tambahan dengan hubungan yang positif. Subjek dalam penelitian ini adalah 168 *medical representative*. Penelitian ini merupakan penelitian kuantitatif korelasional dengan teknik *convenience sampling*. Pengumpulan data dilakukan dengan memberikan skala penelitian yang terdiri dari *Utrecht Work Engagement Scale 17* (UWES-17) milik Schaufeli dan Bakker (2004) untuk mengukur *work engagement*, dan skala kepemimpinan transaksional yang dirancang oleh peneliti sendiri berdasarkan teori Avolio et al. (1999) untuk mengukur persepsi kepemimpinan transaksional. Hasil uji analisis menunjukkan bahwa variabel gaya kepemimpinan transaksional berkorelasi positif dengan *work engagement* dengan koefisien korelasi  $r = 0,484$  dan nilai signifikansi  $p < 0,001$ . Hasil uji analisis pada kedua dimensi kepemimpinan transaksional, yaitu MBE A berkorelasi positif dengan *work engagement* dengan koefisien korelasi  $r = 0,389$  dan nilai signifikansi  $p < 0,001$ , dan dimensi kepemimpinan transaksional *contingent reward* dengan koefisien korelasi  $r = 0,528$  dan nilai signifikansi  $p < 0,001$ . Berdasarkan hasil tersebut, disimpulkan bahwa terdapat hubungan positif yang sedang antara kepemimpinan transaksional dengan *work engagement*. Kedua dimensi kepemimpinan transaksional MBE A dan *contingent reward* juga memiliki hubungan positif yang sedang dengan *work engagement*.

Kata kunci: kepemimpinan transaksional, *management by exception active* (MBE A), *contingent reward*, *work engagement*, *medical representative*.

**ABSTRACT**

Ardianto, M. R. (2026). Relationship Between Transactional Leadership and Work Engagement in Medical Representative. Thesis. Yogyakarta: Psychology, Faculty of Psychology, Sanata Dharma University.

*This study aims to determine the relationship between transactional leadership and work engagement in medical representatives. The hypothesis of this study is that there is a positive relationship between transactional leadership and work engagement. Dimensions of transactional leadership, management by exception active (MBE A) and contingent reward are also analysed as additional hypothesis with positive relationship. The subjects in this study were 168 medical representatives. This study was a quantitative correlational study using convenience sampling. Data were collected by using measurement tools such as Utrecht Work Engagement Scale 17 (UWES-17) created by Schaufeli and Bakker (2004) to measure work engagement, and transactional leadership scale that was constructed by the researcher based on the theory of Avolio et al. (1999) to measure transactional leadership. Test analysis resulted in transactional leadership variable is positively correlated with work engagement with correlation coefficient of  $r = 0.484$  and significance value  $p < 0.001$ . Test analysis for dimensions of transactional leadership, MBE A positively correlated with work engagement with correlation coefficient of  $r = 0.389$  and significant value  $p < 0.001$ , and contingent reward positively correlated with work engagement with correlated coefficient of  $r = 0.528$  and significant value  $p < 0.001$ . These results show that there is a moderate positive relationship between transactional leadership and work engagement. Dimensions of transactional leadership MBE A and contingent reward also shows positive relationship with work engagement.*

*Keywords: transactional leadership, management by exception active (MBE A), contingent reward, work engagement, medical representative*