

ABSTRACT

This study aims to analyze the influence of leadership style, work motivation, and work behavior on individual target achievement within the marketing team at PT. Bank Rakyat Indonesia (BRI) Branch Office Demak. Data collection was conducted through questionnaires and interviews to obtain a comprehensive understanding. The questionnaire employed a Likert scale to quantitatively measure respondents' perceptions and attitudes, while semi-structured interviews were conducted to explore deeper insights into the factors influencing individual target achievement. Data analysis utilized the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method, allowing for the examination of relationships between variables without requiring data normality. The findings indicate that work behavior significantly influences individual target achievement, whereas leadership style and work motivation do not have a direct impact. However, collectively, these three variables explain 67.3% of the variability in individual target achievement within the marketing team. These results highlight the importance of productive work behavior and leadership strategies focused on team development to enhance target achievement.

This study provides recommendations for BRI management to emphasize strengthening work behavior, optimizing leadership strategies, and implementing performance-based motivation policies to enhance the effectiveness of the marketing team. Additionally, the study underscores the need for a more adaptive approach to human resource management in the banking sector.

Keywords: *Leadership style, work motivation, work behavior, individual target achievement, PLS-SEM.*