

ABSTRACT

This study is motivated by the results of a pre-survey of 67 salespeople at PT Penerbit Erlangga Semarang Branch, which shows that transformational and transactional leadership styles have been applied in the work environment. However, the company still experienced fluctuations in achieving sales targets over the past four years. This prompted the need for further study to re-evaluate the influence of leadership styles on salesperson performance, as well as explore the role of other variables that might contribute. This study used a quantitative approach through a survey method involving 67 respondents. Data analysis was conducted using the Partial Least Squares (PLS) technique. The results showed that neither transformational nor transactional leadership styles had a direct effect on salesperson performance. However, when job satisfaction is included as a mediating variable, both leadership styles show a significant influence on performance. Job satisfaction was also shown to have a direct positive influence on

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