

ABSTRACT

Business organizations can succeed and continue to exist and survive (survive) when they have the competitive ability to be able to compete in both domestic and global. The development of the business will be realized when supported by qualified human resources. The main thing that a company manager should look out for is how to generate employee passions. So that employees are motivated to do their job and this will give satisfaction in the work because they are the pleasure of their work. Leaders and leadership are important factors affecting their employees in order to achieve the company's objectives. Therefore, the leader of a company must have a leadership style that complies with the company's condition. The purpose of this study is to test and analyze Idealized influence, Inspirational motivation, Intellectual stimulation and Individualized consideration against motivation.

The population in the study was all employees of the Semarang City trade office as much as 271 people. Sampling techniques in this study used purposive sampling. The methods of analysis used are test normality, classical assumption test consists of multicholinerity and heteroosketity tests, multiple linear regression analysis, coefficient of determination analysis, F test and hypothesis test using SPSS program.

The results showed that there was no positive and significant influence Idealized influence to work motivation, while Inspirational motivation, Intellectual Stimulation and Individual Consideration were positively and significantly influential to work motivation.

Keyword : *Transfomational leadership, Motivation, Inspirational motivation, Intellectual Stimulation, Individual Consideration, Idealized influence*