

ABSTRACT

The research aims to analyze the influence of leadership style and employee loyalty to employee performance "PT. Kurnia Alam Perista". The research took a sample of 45 employees of "PT. Kurnia Alam Perista". The sample strategy employed in this study using census sampling method were employed because of the small number of population. Data were analyzed with multiple regression method, using the 0,05 limit.

The analysis obtained the following regression equation :

$$Y = 0,560 X_1 + 0,282 X_2$$

The results of this study indicate two things. First, there is positive and significant correlation between leadership styles on employee performance as evidenced by the results of the regression analysis with significant level of 0.000 (less than 0.05). This hypothesis means that leadership style has an influence on employee performance is acceptable. Secondly, there is positive and significant correlation between employee loyalty to employee performance as evidenced by the significant level of 0.035 (less than 0.05). These results suggest that the hypothesis of employee loyalty affect the employee's performance is acceptable. So that, leadership style and employee loyalty shown to have a positive and significant influence on employee performance "PT. Kurnia Alam Perista".

Keyword: leadership style, employee loyalty, employee performance