

ABSTRACT

The role of the leader in the company's success is very important, one of which is by directing employees to achieve company goals. The right approach needs to be applied by the leader so that employees feel comfortable and motivated to do the best performance. The leader must also ensure that employees get job satisfaction, one of which is by providing motivation. The purpose of this study is to analyze and determine the effect of leadership style and motivation on job satisfaction.

This study uses quantitative methods by distributing questionnaires to obtain respondent data. Respondents in this study are permanent employees who work in the shipping service sector. Data analysis techniques in this study used Partial Least Square with SmartPLS software to determine the path coefficient and the influence between variables.

The results showed that the leadership style had a positive and significant influence on motivation. Motivation has a positive and significant effect on job satisfaction. While on the other hand, leadership style shows a positive but not significant relationship to job satisfaction.

Keywords: Leadership Style, Motivation, Employee Satisfaction