

ABSTRACT

Decision Making is the fundamental in the business. Because it has an impact on the sustainability of a business, one of its outputs is causing the bankruptcy. Decision making is also influenced by a leadership style, meaning that each leader has a different characteristic in how to lead and make decisions. The purpose of this research is to find out the link between Decision Making and Leadership Style by Business Owners to bankruptcy in RMJ Apparel.

The method used in this research are qualitative method with case study approach. The reason for choosing this method is for the research can be conducted in depth to analyze and understand the relationship between decision making and leadership style along with related factors to the RMJ Apparel bankruptcy incident, as well as to describe its solution.

Keywords : Decision Making, Leadership Style, Bankruptcy, Case Study