

ABSTRAK

PENGARUH KEPEMIMPINAN TRANSFORMASIONAL DAN KOMUNIKASI INTERNAL TERHADAP *EMPLOYEE ENGAGEMENT* PT. KREASI EDULAB INDONESIA DI KOTA BANDUNG

Penelitian ini bertujuan untuk mengetahui pengaruh kepemimpinan transformasional dan komunikasi internal terhadap *employee engagement*. Metode penelitian yang digunakan metode kuantitatif dan survey. Populasi pada penelitian ini berjumlah 85 orang. Teknik analisis data yang digunakan adalah regresi linear berganda. Berdasarkan hasil penelitian dapat diketahui bahwa kepemimpinan transformasional dan komunikasi internal secara simultan dan parsial berpengaruh positif terhadap *employee engagement*. Berdasarkan hasil penelitian, rekomendasi yang diajukan harus ditingkatkan peran kepemimpinan transformasional dan komunikasi internal di dalam aktivitas organisasi.

Kata Kunci: **Kepemimpinan Transformasional, Komunikasi Internal, *Employee Engagement***

ABSTRACT

THE INFLUENCE OF TRANSFORMATIONAL LEADERSHIP AND INTERNAL COMMUNICATION TOWARDS EMPLOYEE ENGAGEMENT PT.KREASI EDULAB INDONESIA IN BANDUNG CITY

This research aims to know the influence of transformational leadership and internal communication towards employee engagement. The research method used quantitative methods and survey. This research population numbering 85 people. Data analysis technique used was multiple linear regression. Based on the research results can be known that transformational leadership and internal communications simultaneously and partial positive effect towards employee engagement. Based on the results of the study, the proposed recommendation should be increased leadership role transformasiona and internal communication in the activities of the organization.

Key Word: Leadership Transformational. Internal Communication, Employee Engagement

Sinta Yulianti, 2017

PENGARUH KEPEMIMPINAN TRANSFORMASIONAL DAN KOMUNIKASI INTERNAL TERHADAP EMPLOYEE ENGAGEMENT PT. KREASI EDULAB INDONESIA DI KOTA BANDUNG

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu