

ABSTRACT

This study aimed to analyze the factors affecting directive leadership style and motivation on performance. The sample in this study were all employees of the company PT. Antareja Prima conduction Yogyakarta by distributing questionnaires of 50 respondents. The analytical method used is multiple regression analysis.

The results showed first directive leadership style has a positive and significant impact on performance. Both power requirements and no significant negative effect on performance. The third requirement is affiliated no significant effect on performance. Fourth achievement needs positive and significant impact for performance.

Keywords : directive leadership style, motivation, and performance.