

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh kepemimpinan transformasional *owner* dan pengaruh kepemimpinan *transformasional branch manager* terhadap *employee engagement* yang dimediasi oleh motivasi intrinsik di Waroeng Spesial Sambal cabang Yogyakarta. Informasi yang diperoleh dalam penelitian ini berguna bagi perusahaan sebagai bahan pertimbangan untuk lebih meningkatkan *employee engagement* serta penerapan kepemimpinan transformasional didalam Waroeng Spesial Sambal. Subjek dalam penelitian ini adalah karyawan beberapa cabang di Yogyakarta.

Teknik pengambilan sampel dalam penelitian ini menggunakan *simple random sampling*. Metode pengumpulan data menggunakan kuesioner dan diperoleh 106 responden. Analisis data menggunakan *Structural Equation Modeling* (SEM) dengan program AMOS sebagai alat analisis dalam penelitian ini. Hasil penelitian ini menunjukkan bahwa kepemimpinan transformasional *owner* tidak berpengaruh terhadap *employee engagement*, kepemimpinan transformasional *branch manager* berpengaruh positif terhadap *employee engagement*, Motivasi intrinsik *owner* berpengaruh positif terhadap *employee engagement*, motivasi intinsik *branch manager* berpengaruh positif terhadap *employee engagement*, motivasi intrinsik memediasi kepemimpinan transformasional *owner* terhadap *employee engagement*, motivasi intrinsik tidak memediasi kepemimpinan transformasional *branch manager* terhadap *employee engagement*.

Kata Kunci : Kepemimpinan Transformasional, Motivasi Intrinsik, *Employee Engagement*.

ABSTRACT

This research aims to analyze the influence of transformational leadership of the owner and the influence of branch manager transformational leadership on employee engagement mediated as intrinsic motivation in Waroeng Special Sambal Region of Yogyakarta. The information obtained in this research is useful for the company as a consideration to further increase employee engagement and the application of transformational leadership in Waroeng Spesial Sambal region of Yogyakarta

Sampling technique in this research is simple random sampling. Methods of collection by using questionnaires and obtained 106 respondents. Data analysis using Structural Equation Modeling (SEM) with AMOS program as analysis tool in this research. The results of this research indicate that transformational leadership of the owner does not affect the employee engagement, transformational leadership branch manager has a positive effect on employee engagement, intrinsic owner motivation positive effect on employee engagement, intersik branch manager motivation positive effect on employee engagement, intrinsic motivation mediate leadership transformational owner employee engagement, intrinsic motivation does not mediate the transformational leadership of branch managers to employee engagement.