

ABSTRACT

This research studies the effect of transformational leadership style to the lecturer performance of S1 Business Administration program at the Telkom University. This study aimed to determine how much the transformational leadership style in influencing the performance of permanent lecturer of the S1 Business Administration program at the Telkom University in order to make improvements and innovations continuously in order to develop international standard education.

The purpose of this study was to determine how high the implementation of transformational leadership and employee performance as well as to determine the effect of transformational leadership style to the performance of permanent lecturer of the S1 Business Administration faculty course at the Telkom University.

The method that used in this research is quantitative research methods through descriptive analysis approach. Data collection techniques that used are saturated sampling. Descriptive analysis method used in describing or outlining data and simple regression analysis method used in hypothesis testing.

From the data processing, it is known that the variables of transformational leadership which is idealized Influence, Inspirational Motivation, Intellectual Stimulation, and Individualized Consideration had a positive effect to the performance of permanent lecturer of the S1 Business Administration faculty course at the Telkom University but not significant. Overall, the effect of transformational leadership on the performance of permanent lecturer of the S1 Business Administration faculty course at the Telkom University is 11% and the 89% remaining is influenced by other variables outside of this study.

The Improvement of come on time in the work indicators can be pursued through increasing dimensions of Inspirational Motivation, where the leaders get the commitment of the permanent lecturer of the S1 Business Administration faculty course at the Telkom University to be able to enforce discipline within the working time.

Keywords: Leadership, Transformational Leadership, Performance

