

**ANALYSIS OF LEADERSHIP STYLES IN DECISION ON RESOLUTION OF  
SELF MEDIATION OF EMPLOYEE ENGAGEMENT, EMPLOYEE  
BRANDING, PSYCHOLOGICAL ATTACHMENT IN HONDA MOTORCYCLE  
DEALERS IN BATAM CITY**

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**ABSTRACT**

*This study aimed to determine the effect of employee engagement variables, employee branding, and psychological attachment to intention to leave. With this research, it could be seen that the role of leader needs to be considered related to how to lead by involving employees, paying attention to employees, and sharing harmonious values to reduce the intention to resign at a Honda Dealer in Batam City.*

*This research was applied by conducting survey method by distributing questionnaires to 114 respondents. Respondents sampled were employees with sales force or salesman positions working at Honda dealers as Market Leaders to date in Batam, compared to other motorcycle dealers such as Yamaha, Kawasaki, Suzuki, and other dealers. The technique used by the writer was purposive sampling which is a technique for determining the sample by using special selection method with the purpose of the sample can properly be used for processing (Sugiyono 2011). After the results of the respondents were collected, the writer tested the data using PLS software. From the PLS result used, it can be concluded that there is significant or not significant relationship of several variables that the writer examined.*

*The results of this study explain that the importance of leadership style is very influential or has impact on the decision to resign. Therefore every leader needs to pay serious attention to this matter because employee is a valuable asset for the company.*

**Keywords:** *leadership style, employee involvement, employee reputation, psychological attachment, intention to resign.*