

Bachelor Thesis
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**ANALYSIS OF TRANSFORMATIONAL LEADERSHIP AND PERSON
JOB FIT EFFECT ON WORK ENGAGEMENT IN EMPLOYEE
ALFAMART RETAIL IN BATAM CITY**

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ABSTRACT

The purpose of this study was to determine the effect of Transformational Leadership and Person Job Fit on Work Engagement on Alfamart retail employees in Batam City. The independent variables in this study are Transformational Leadership and Person Job Fit, Work Engagement as the dependent variable and Person Job Fit as mediation.

Researchers distributed 287 sets of questionnaires to Alfamart Retail employees located in Batam City, Bengkong, Lubuk Baja Nongsa, Segulung, Sekupang and Sungai Beduk employees. The questionnaire had 19 questions that represented the variables of this study, and the data were processed using PLS.

The results of this study are Transformational Leadership and Person Job fit have a significant positive effect on the Work Engagement of Alfamart employees in the city of Batam. Transformational Leadership has a significant positive effect on Job Person. And Person Job fit significantly mediates the relationship between Transformational Leadership and Work Engagement.

Keywords: Transformational Leadership, Person Job Fit, Work Engagement, Turn Over, Human Resources