

ABSTRACT

WANDI, Influence Style, Job Stress And Job Satisfaction Of Work Productivity Sales Marketing at PT. Gandum Mas Kencana. (Supervised by Jatmiko).

This study aims to determine the influence of Leadership Style (X1), work stress (X2), and Job Satisfaction (X3) on Work Productivity (Y) Sales Marketing PT. Gandum Mas Kencana. The research method used in sampling is saturated sample method with the samples of 80 respondents. The respondents of this study were Sales Marketing PT. Gandum Mas Kencana. Data analysis techniques used in this study are Test Validity, Test Reliability, Classic Assumption Test, and Multiple Linear Regression Test. The result of the research shows that Leadership Style has an effect on Work Productivity, Job Stress has an effect on Work productivity, Job Satisfaction has an effect on Work productivity. Leadership Style, Job Stress and Job Satisfaction influence together to Work Productivity. Leadership Style, Job Stress and Job Satisfaction influence together to Work Productivity. Job Stress has the most dominant influence on the productivity of Sales Marketing Work at PT. Gandum Mas Kencana.

Keywords : Styles of Leadership, Job Stress, Job Satisfaction, Work Productivity.