

ABSTRACT

THE INFLUENCE OF LEADERSHIP STYLE ON THE WORK ENVIRONMENT, WORK MOTIVATION AND JOB SATISFACTION OF THE BODY SHOP INDONESIA REGIONAL 1

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The influence of leadership style on the work environment, work motivation and employee job satisfaction is a very relevant topic in improving organizational performance. This research aims to determine the influence of leadership style on the work environment, work motivation and employee job satisfaction. This research used a survey method with 85 employee respondents at The Body Shop Indonesia company. The research results show that leadership style has a positive and significant impact on the work environment, work motivation has a positive and significant effect on employee job satisfaction. The work environment shows a positive influence on employee job satisfaction, but it is not significant, so the relationship between work environment variables and employee job satisfaction cannot be considered influential. Leadership style shows a positive and significant influence on employee job satisfaction. The conclusion of this research is that leadership style has an important role in improving the work environment, work motivation and employee job satisfaction. Therefore, organizations must increase the development of effective leadership styles to improve organizational performance.

Keywords: Leadership Style, Work Environment, Work Motivation, Job Satisfaction