

The Influence Of Leadership Style And Creativity On The Morale Of PT. Rahmat Anugerah Mandiri

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Abstract

The purpose of this is to analyze and test the influence of leadership style and creativity on the morale of PT. Grace Anugrah Mandiri both partially and simultaneously.

This research is a research using a quantitative approach. The size of the sample size in this study is 30 respondents which is part of the large population, so the determination of the sample uses simple random sampling. The data collection technique used is through the distribution of questionnaires from primary data and secondary data. The analysis method used is multiple linear regression analysis, while for hypothesis testing, t test and F test are used.

Kata Kunci: *Leadership style, creativity, employee morale*

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INTRODUCTION

In the era of globalization, the existence of human resources in a company, both private and public, is a very important component. This applies even to large-scale companies, where the presence of human resources is considered an important component in the development of the company. If quality human resources are used to drive organizational development, then it will be realized. Human resources are seen as an important component in organizational development. The development of an organization will take place if supported by qualified human resources.

The Indonesian government has undergone a transition from the old order, and now people view the leader as their "master", someone worthy of respect. A government leader must build a barrier between himself and the people. Although this nation has a democratic system, the people's mindset towards the leader is still a formal relationship where the leader is called the rudder and the people do not have the right to know in detail. What is planned, the results that have been obtained, and the amount of budget that has been made. The public can only sit as passengers who follow where they will be taken away because 2 pieces have been provided.

A productive and efficient business or tourism organization requires a variety of resources, one of which is related to human resources, in particular personnel. Since corporations cannot function effectively without strong human resources, they are the most important and decisive factor. Since creativity can be demonstrated by employees and since leadership style influences the creativity and joy of employee

work, this makes it one of the criteria for evaluating successful HR morale. As a result, every organization is considered to need to pay attention to employee performance.

An important factor that determines leadership style is the creativity and morale of employees. Transformational leadership according to Bryman (Northouse, 2013: 177) is part of the "New Leadership" paradigm, which more 2 pays attention to elements of charismatic and sensitive leadership. This leadership style was first proposed by James MacGregor Burns in his book entitled *Leadership* in 1978 (Northouse, 2013: 176). Leadership describes the relationship between the leader and those led and how a leader must be able to delegate tasks from subordinate leaders communicatively, so there is a need for meetings that discuss problems faced by subordinates related to achieving targets. This is shown by the ability of company leaders to have a good impact on employees to produce better performance. In line with the concept above, several researchers have previously revealed that leadership has a significant effect on employee performance, such as in Fachmi's research (2021); Hidayat (2019) & Hartati (2020).

Leadership style can also be understood by the creativity and morale of employees. Ndoni Karang Prasetyo and Sri Padmantyo (2012: 50) stated that employee creativity and morale are significantly influenced by salary, and leadership style at PT Rahmat Anugerah Mandiri. this will be reflected in creativity and morale that will affect the overall performance of the company. is one of the important and influential factors on performance. To complement the study, researchers develop variables by adding independent variables of leadership, morale, creativity and innovation.

One of the key factors in determining whether an organization will successfully achieve its mission, vision, and goals is the leadership style used in that business. Organizations face the biggest obstacles in creating a clear organizational plan, and leaders also have a role to play. Hutson (2005) supports this claim by stating that a manager's future performance will be based on his or her capacity to recognize the behavior of their subordinates. Related to the theory above, researchers want to see phenomenal about leadership styles at PT Rahmat Anugerah Mandiri Kab. Bulukumba. PT Rahmat Anugerah Mandiri Kab Bulukumba is a gas station / Pertamina company located in the Bulukumba area, Jalan Samratulangi which is in the middle of the city so that people can easily reach it. To improve the leadership style at PT Rahmat Anugerah Mandiri, the company wants to increase the creativity and morale of employees.

H1: It is suspected that the leadership style is expected to have a good impact on PT Rahmat Anugerah Mandiri Kab. Bulukumba.

H2 : It is suspected that at PT Rahmat Anugerah Mandiri Kab. Bulukumba, creativity is considered to be able to boost employee morale.

H3: It is suspected that at PT Rahmat Anugerah Mandiri Kab. Bulukumba, leadership style and creativity are considered to improve staff morale.

METHODOLOGISTS

This research approach is quantitative. Quantitative research techniques can be defined as methods used to assess a particular population or sample, collect data using research instruments, and process statistical data to evaluate hypotheses that have been put forward. The idea that researchers can intentionally change their environment by conducting experiments is one that is increasingly recognized by those who produce quantitative research.

Emzir (2009: 28), explains the notion of quantitative methods is basically a postpositivist approach to knowledge development that includes techniques such as surveys and experiments that use statistical data to relate cause and effect, reduce variables, test hypotheses, and answer certain questions.

RESULTS AND DISCUSSION

Validity Test Results

Something measured using a questionnaire is said to be valid when the questions contained in the questionnaire are able to reveal something measured by the questionnaire using pearson correlation, namely by calculating the correlation of the score of each question with the total score. If $R_{table} < R_{calculate}$ then the question is valid.

Tabel 4.5 Hasil uji validitas

a. Correlations

		Y	X1	X2
Y	Pearson Correlation	1	,110	,700**
	Sig. (2-tailed)		,562	,000
	N	30	30	30
X1	Pearson Correlation	,110	1	-,147
	Sig. (2-tailed)	,562		,439
	N	30	30	30
X2	Pearson Correlation	,700**	-,147	1
	Sig. (2-tailed)	,000	,439	
	N	30	30	30

**. Correlation is significant at the 0.01 level (2- tailed).

Known validation test results, showing that the value of each question item has a positive person collection value and is $>$ than the table R value compared to n

RELIABILITY TEST

Reliability testing is a test conducted in order to measure a questionnaire consistently or stably over time. Then it is said to be reliable or reliable when giving a Cronbach alpha value above 0.60. The results of the reliability test are presented on

Tabel 4.6 Hasil Uji Reabilitas

a. Item-Total Statistics

	Scale Mean if Item	Scale Variance if Item	Corrected Item-Total Correlation	Cronbach's Alpha if Item
Y	29,47	32,671	,523	,317 ^a
X1	36,20	49,062	-,008	,816

X2	34,07	47,444	,311	,195
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a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

From table 4.6, the reliability value of each variable is obtained, namely: Leadership Style variable (X1) of 0.317, Creativity variable (X2) of 0.816, and Employee Morale variable (Y) of 0.195. This figure shows that the research instrument used is reliable. Because Cronbach's alpha value of each variable > from 0.60 which means that all indicators tested have a good level of reliability.

REGRESSION ANALYSIS TEST AND HYPOTHESIS TEST

Multiple Linear Regression Analysis

Multiple linear regression analysis was used in this study with the aim of proving the hypothesis of the influence of independent variables (service quality and social media promotion) both versially and simultaneously on customer satisfaction. The statistical calculation in multiple linear regression analysis used in this study was to use the help of the SPSS for Windows version 26 computer program. The results of data processing using the SPSS program are in full in the appendix.

The regression equation model that can be written from these results in the form of an unstandardized regression equation is as follows.

$$Y = 4,230 + 0,177 x 1 + 0,871x 2 + e$$

From the equation formed above, the interpretation can be explained as follows:

1. The value of the constant coefficient (a) is 4.230. This indicates that if the independent variables which include leadership style (X1), and creativity (X2) are constant, then the employee morale score (Y) is 4,230
2. The value of the service quality regression coefficient (X1) is 0.177.
3. Showing that each Leadership Style has a positive effect on Employee Morale, this shows that the lower the Leadership Style, the lower the employee morale.
4. The regression coefficient of Employee Morale (Y) of 4.230 which shows that Creativity has a positive effect on Employee Morale, this shows that the higher the Creativity, the higher the impact will be the higher the Employee Morale.

Partial Test T

The partial test is used to understand the independent variable (leadership style) partially affects the dependent (employee morale) by a significant level of 5% or 0.05. Where degree of freedom: $D F = a/2 : N - K - 1 = 0.05/2 : 30 - 2 - 1 = 0.025 : 37$. So that the table T value in this study is 2.05183 (two-way test). Partial hypothesis testing for each can be seen in the following table:

Tabel 4.7 Hasil Uji Parsial

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4,230	3,115		1,358	,186
X1Total	,177	,107	,218	3,644	,004
X2Total	,871	,157	,732	5,528	,000

a.

Dependent Variable: Ytotal

The results of the T test analysis above are as follows:

1. The calculated T value on the leadership style variable (X1) is 3.644 with a significant level of 0.004. Because the calculated t value is $3.644 > 2.05183$ and the significant level is $0.004 < 0.05$, individually (partial) leadership style variables have a positive and significant influence on employee morale at PT. Grace Anugrah Mandiri Kab. Bulukumba. Leadership Style Hypothesis accepted

The calculated t value of creativity (X2) is 5.528 with a significance of 0.000. Because the calculated t value is $5.528 > 2.05183$ and the significance level is $0.000 < 0.05$, then individually (partial) creativity variables have an effect and significant on employee morale at PT. Grace Anugrah Mandiri Kab. Bulukumba. The Creativity hypothesis is accepted.

Test Simultan (Uji F)

The F statistical test shows whether all the independent variables included in the model have a shared influence on the dependent variable. This test is carried out by comparing the calculated F value with the table F value using a significant level of 5%. If the calculated F value is greater than t in the table then simultaneously all independent variables affect the dependent variable. In addition, it can also be by looking at the value of profitability. If profitability is less than 0.05 (for significance level = 5%). So the independent variables together affect the dependent variable. While the profitability value is greater than 0.05, the independent variable simultaneously has no effect on the dependent variable. The results of the simultaneous test are presented in table 4.9 as follows:

Tabel 4.8 Hasil Uji Simultan

ANOVA^a

		Sum of		Mean		
Model		Squares	Df	Square	F	Sig.
1	Regressio	264,651	2	132,326	15,6	,00

n			32	0 ^b
Residual	228,549	27	8,465	
Total	493,200	29		

a. 4Dependent Variable:Ytotal

b. Predictors: (Constant), X2Total,X1Total

From the Anova test or F test above, a calculated F value of 15.632 with a profitability of 0.000 is obtained. The F table is 3.34 because F count is greater than F table ($15.632 > 3.34$) with significantly much smaller 0.05 then regression models can be used to predict employee morale (dependent variable) or it can be said that all independent (leadership style and creativity) simultaneously or together affect employee morale at PT. Grace Independent Grace. The hypothesis of Leadership Style and Creativity is accepted.

The Influence of Leadership Style on Employee Morale at PT. Grace Anugrah Mandiri Kab. Bulukumba

Based on the results of statistical testing using multiple regression analysis, it was found that leadership style had a positive and significant effect on employee morale at PT. Grace Anugrah Mandiri Kab Bulukumba. This can be proven by the calculation results obtained with a greater calculated t value with t table which is $3.644 > 2.05183$ and a significant value of 0.004 which is smaller than 0.05. This shows that the lower the leadership style, the lower the employee morale.

Leadership style is very influential on employee morale in addition to being a determining factor for increasing and decreasing employee performance, therefore it is clear that in every company requires an effective leadership style because in this case in addition to depending on the constraints and abilities of employees.

This is in line with research conducted by (Andi Tarlis, 2017) entitled "The Influence of Leadership Style on Employee Morale at Bank Mandiri Langsa Branch" found that Leadership Style has a positive and significant impact on employee morale at Bank Mandiri Langsa Branch. It can be concluded H1 Accepted

The influence of creativity on employee morale at PT. Grace Anugrah Mandiri Kab. Bulukumba.

Based on the results of statistical testing using multiple registration analysis, it was found that creativity positively and significantly influenced employee morale at PT. Grace Anugrah Mandiri Kab Bulukumba. This can be proven by the calculation results obtained with a greater calculated t value with a table t of $5.528 > 2.05183$ with a significant value of 0.000 which is smaller than 0.05. This shows that the higher the creativity of employees, the higher the morale of employees.

Creative leaders have some distinctive values. They will be drivers of innovation for themselves and the communities they lead. They will be open to new things and able to take positive values of change for the progress of the company, therefore creativity has a positive effect on employee morale.

This is in line with research conducted by (H Haru Setiawan, 2019) entitled "The Influence of Creativity and Career Opportunities on Employee Morale at PT. Universal

Bandung" found that creativity has a positive and significant influence on employee morale at PT. Universal Bandung. It can be concluded H1 Accepted

The influence of leadership style and creativity on employee morale at PT. Grace Anugrah Mandiri Kab. Bulukumba.

Based on the results of statistical testing using multiple regression analysis, it was found that the calculated F value was 15.632 with a significant level of 0.000. With an F table of 3.34. Because F count is greater than F table ($15.632 > 3.34$) with significantly much smaller than 0.05, regression can be used to predict employee morale (dependent variable) or it can be said that all independent variables (leadership style and creativity) simultaneously or together affect employee morale. This with the leadership style and creativity can be a very important factor to increase employee morale at PT. Grace Anugrah Mandiri Kab. Bulukumba.

Leadership style and creativity towards employee morale affect performance improvement which includes increasing professional competence, increasing personality competence and increasing social competence.

This is in line with research conducted by (Carenty Gouwama, 2019) entitled "The Influence of Leadership Style and Work Environment on Employee Morale at PT. Technotama Environment Internusa", Based on the study, it was found that this research simultaneously had a positive and significant contribution to Leadership Style and Creativity on Work Morale. Thus, it can be concluded that H3 is accepted.

CONCLUSION

Based on the results of research and discussion, the following conclusions can be drawn:

From the results of the analysis proves that the leadership style that exists in PT. Rahmat Anugrah Mandiri Kab. Bulukumba has a positive and significant effect on employee morale. This is due to the leadership style and creativity at PT. Rahmat Anugrah Mandiri Kab. Bulukumba supports an employee's enthusiasm in working and can support each other for the benefit of the company

1. The results showed that strictly from the Leadership Style (X1) to the morale (Y) of employees at PT. Grace Anugrah Mandiri Kab. Bulukumba.
2. The results showed that partially from Creativity (X2) to Morale (Y) of employees at PT. Grace Anugrah Mandiri Kab. Bulukumba.
3. Based on the results of research Leadership Style (X1) and Creativity (X2) together or simultaneously have a significant effect on employee morale (Y) at PT. Grace Anugrah Mandiri Kab. Bulukumba.

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