

ABSTRAK

Penelitian ini bertujuan untuk menguji peran *Authentic Leadership*, *Need for Achivement* terhadap *Employee Performance* melalui peningkatan *Affective Commitment* pada Karwayan Nasmoco Gombel dan Kaligawe di kota Semarang. Di era milenial ini hampir semua lini bisnis selalu fokus pada strategi marketing untuk memenangkan persaingan. Baik strategi yang berdasar atas segmentasi ataupun produk. Semuanya dalam rangka untuk menciptakan keunggulan Kompetitiif dengan competitor. Keunggulan kompetitif perusahaan bias dibentuk melalui berbagai cara seperti menciptakan produk dengan desain yang unik, penggunaan teknologi, desain organisasi dan utilisasi sumber daya manusia. Pada PT. New Ratna Motor (Nasmoco Group), perusahaan yang berdiri dari tahun 1977, mempunyai 22 cabang di Jateng& DIY dengan 22 pemimpin cabang, dengan tipe dan karakter yang berbeda. Secara berkala, rotasi antar pemimpin cabang terkadang pergantian pemimpin cabang menimbulkan hasil kinerja yang tidak sesuai yang diharapkan. Seperti yang terjadi di Nasmoco Gombel dan Nasmoco Kaligawe, dimana pergantian pimpinan mendapatkan hasil yang berbeda. Hal inilah yang mendasarkan peneliti untuk meneliti bagaimana pengaruhnya leadership, dalam hal ini authentic leadership dan need for achievement mempengaruhi kinerja perusahaan.

Kata Kunci: *Authentic Leadership*, *Need for Achivement*, *Affective Commitment*, dan *Employee Performance*



ABSTRACT

This study aims to examine the role of Authentic Leadership, Need for Achievement on Employee Performance through increasing Affective Commitment at Karwayan Nasmoco Gombel and Kaligawe in the city of Semarang. In this millennial era, almost all business lines always focus on marketing strategies to win the competition. Good strategy based on segmentation or product. Everything is in order to create a competitive advantage with competitors. A company's competitive advantage can be formed in various ways, such as creating products with unique designs, use of technology, organizational design and human resource utilization. At PT. New Ratna Motor (Nasmoco Group), a company that was founded in 1977, has 22 branches in Central Java & DIY with 22 branch leaders, with different types and characters. Periodically, rotation between branch leaders is carried out in order to obtain maximum company performance results and according to the target. However, sometimes the change of branch leaders results in performance results that are not as expected. As happened in Nasmoco Gombel and Nasmoco Kaligawe, where the change of leadership had different results. This is what bases researchers to examine how leadership influences, in this case authentic leadership and need for achievement affect company performance.

Keywords: *Authentic Leadership, Need for Achievement, Affective Commitment, and Employee Performance*

