

**Pengaruh *Transformational Leadership* Terhadap *Affective Commitment* Dimoderasi Oleh *Participative Leadership* Dan *Directive Leadership* Di UMKM**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh *transformational leadership* terhadap *Affective commitment* yang dimoderasi oleh *participative leadership* dan *directive leadership*. Studi ini menggunakan pendekatan kuantitatif. Data dalam penelitian dikumpulkan dengan cara observasi dan menyebar kuisioner online melalui *google form*. Populasi dalam penelitian ini adalah 168 responden pegawai dari 11 UMKM yang terdaftar dalam Produk Unggulan Gresik. Total sampel yang dapat dikumpulkan yakni 116 responden dengan pengambilan sampel menggunakan metode *judgement purposive*. Teknik pengujian data yang digunakan dalam penelitian ini adalah PLS 3.0. Hasil penelitian ini menunjukkan bahwa *transformational leadership* sangat berpengaruh signifikan terhadap *affective commitment* baik dalam UMKM. *Participative leadership* memperkuat hubungan *transformational leadership* terhadap *affective commitment* pegawai UMKM. *Directive leadership* memperkuat hubungan *transformational leadership* terhadap *affective commitment* pegawai UMKM. Dengan hasil tersebut maka dapat dijadikan sebagai referensi pemimpin atau pemilik UMKM dalam menerapkan sebuah kepemimpinan untuk meningkatkan *affective commitment* pegawai – pegawai mereka dengan cara melibatkan karyawannya dalam memikirkan UMKM-nya dan terapkan gaya *directive leadership* agar pegawai segan dengan pemimpin yang dapat memberikan arahan yang jelas dalam *jobdesc* kerja.

**Kata Kunci :** *Transformational leadership, Affective Commitment, Participative Leadership, Directive Leadership, UMKM.*

# **The Effect of Transformational Leadership To Affective Commitment Moderated by Participative Leadership and Directive Leadership in SME's**

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## **ABSTRACT**

The study aim to exam the effect of the effect of transformational leadership to ffective ommitment moderated by participative leadership and directive leadership SME's . The Stidy approach is quantitative model. Data's of this study collected with observation and online survei methods by google form. Total of Population in this study are 168 respondent from 11 SME's employee that established in "Produk Unggulan Gresik". We collect 116 sample with judgement purposive to choose this sample. SmartPLS 3.0 were used in this study for examined the data. Result of this study shows that transformational leadership have very significant effect to affective commitment in SME's. Participative leadership reinforce the relation between transformational leadership and affective commitment SME's. Directive leadership reinforce the relation between transformational leadership and affective commitment only in SME's. This result can be used for the leader or owner of SME's to applicate the leadership style (transformational leadership) to increasing affective commitment of their employee with involve them for thinking about SME's and apply the directive leadership style to get the employees respect with make them clear with their job in works.

**Keywords :** Transformational leadership, Affective Commitment, Participative Leadership, Directive Leadership, SME's.