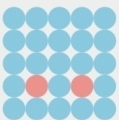




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ABSTRACT

Analysis of The Relationship Between Motivation and Leadership and Turnover Intention at Danamon Bank Self Employee Mass Market (SEMM), Bogor

Nur Fitriawati

The objectives of this research were (1) to analyze relationship between leadership and working motivation (2) to analyze relationship between leadership and propensity to leave (3) to analyze relationship between working motivation and propensity to leave (4) to create alternative solutions to decrease employee turnover at Danamon Bank Self Employee Mass Market (SEMM), Bogor.

The result showed that leadership had a significant positive correlation with the motivation on low level category. The relationship between leadership and propensity to leave had a significant negative correlation on low level category. Finally, the relationship between working motivation and propensity to leave showed that only extrinsic motivation had a significant negative correlation on low level category.

Key Word : Leadership, Motivation, Propensity To Leave, Sales officer, Rank Spearman

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