

ABSTRACT

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Study Program : Entrepreneurship
Title : Founder Leadership and Employee Performance:
Study at Persico Company

Persico is a family company engaged in providing electrical services. The founder of the Persico Company still carries out all leadership activities independently. The problem often encountered in companies is whether the values of company leaders can be captured by employees or not and how is the founder's leadership style can be formed. The research aims to explore the forming factors of the founder's leadership style at the Persico Company and see the founder's success in instilling corporate values in employees. This research was conducted using a descriptive-narrative qualitative method that made the founder of Persico Company as a participant. Research shows that there is a link between instilling values, exemplary leadership, and inspiring the founder's leadership with loyalty, job satisfaction, also productivity in the form of employee management so that it can support the performance of the company's employees and generate satisfaction for consumers. The leadership style of a founder also takes part in interacting with employees. However, it should be noted that the leadership style needs to be adjusted to the type of work, the company, and the type or character of the individuals involved in the company.

Keywords: Founder Leadership, Employee Management, Employee Performance, Persico, Leadership Style