



## The Impact of Persuasive Communication, Transformational Leaderships, and Work Interest on Work Ethic

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**Abstract:** The Yogyakarta City Fire Department is located on Jl. Muja Muju. Umbulharjo, Yogyakarta City, is an implementing element of the government that has the responsibility of assisting the community in handling fires and rescues. In addition to extinguishing fires, firefighters are also trained to carry out evacuations such as accidents, natural disasters, and other emergency evacuations. So the importance of competent and qualified human resources (HR) is needed to support the work ethic and activities so that the mission of the company or an organization can succeed. This study aims to prove and collect empirical evidence that Persuasive Communication, Transformational Leadership, and Work Interest affect the Work Ethic of Employees of the Fire and Rescue Service of Yogyakarta City. By conducting this study, the researcher hopes that the results of this study can be an evaluation in improving the performance and work ethic of the relevant agencies. This type of quantitative research with 67 respondents, using a purposive sampling method. Data was collected using a questionnaire and Likert scale as a measurement. The results of the study partially and simultaneously all variables, namely Persuasive Communication, Transformational Leadership, and Work Interest, have a positive and significant effect on the Work Ethic.

**Keywords:** Persuasive Communication; Transformational Leaderships; Works Ethic; Work Interest

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### INTRODUCTION

The Yogyakarta City Fire Department is located on Jl. Muja Muju. Umbulharjo, Yogyakarta City, is an implementing element of the government that has the responsibility of assisting the community in handling fires and rescues. In addition to extinguishing fires, firefighters are also trained to carry out evacuations such as accidents, natural disasters, and other emergency evacuations. So the importance of competent and qualified human resources (HR) is needed to support the work ethic and activities so that the mission of the company or an organization can succeed. Resources such as time, energy, and human capabilities (both physical and cognitive) can be used effectively and integrated for the benefit of the company. So that it can increase work ethic and employee interest. Given the quality of human resources greatly affects the performance of employees of a company organization (Sunarto et al., 2020). The Fire Department has a high work interest because it must be on standby 24 hours to carry out its duties and obligations.

In order to maximize their contribution, organizations must manage their human resources, which are their most valuable asset, well. Work ethic should be one of the main focuses of the organization. Employees who do not feel comfortable, are underappreciated, and are unable to realize their full potential, will be unable to focus and concentrate fully on their tasks. Therefore, work ethic is one of the important factors in improving quality human resources so that it will support the success of a person's work both in a personal capacity and as a member of an organization or institution. Work ethic is a result of the work that a person has achieved from his work behavior in carrying out work activities. Work ethic is a very important issue for every organization. A high work ethic is needed in every business in order to work together with employees for the

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company's goals. As we know, achieving company goals is something that is an important part because employee work ethic will have an impact on the company.

How a person addresses, performs, and acts at work in accordance with the paradigm set by organizations and companies to ensure that work can be completed properly is known as work ethic. Work ethic according to Sukmawati et al. (2020) is a collection of good and basic behaviors that include the motivations that drive them, main characteristics, basic spirit, basic thoughts, code of ethics, moral code, code of behavior, attitudes, aspirations, beliefs, principles, and standards. Work ethic consists of (1) loyalty and obedience, (2) responsibility, (3) enthusiasm, (4) cooperation, and (5) honesty and accuracy, according to (Ginting, 2020). Work ethic according to Agus (2021) includes main characteristics, basic spirit, basic thoughts, code of ethics, moral code, code of behavior, attitudes, aspirations, beliefs, principles, and standards.

Work ethic, according (Ginting, 2020), is defined as the spirit of work that characterizes a person or group of people who work, which is based on a believed work ethic or perspective, and is manifested through determination and concrete behavior in the workplace environment. According to Teoh et al. (2022), a work ethic is a set of positive and high-quality work behaviors, which are rooted in clear awareness and strong belief in a holistic work paradigm. The term paradigm here means the main concept of work itself which includes the underlying idealism, the principles that govern it, and the noble values that explain it, there are eight aspects of work ethic that have been proven to be universally accepted and trusted.

Persuasive communication is one of the factors in achieving a work ethic, which is carried out by a person to serve the company by seriously becoming a good leader for the progress of the company and will also give his time while working to become a leader who serves all employees. According to Ariani (2019), the elements in a persuasive communication process are 1) Persuader, namely a person or group of people who convey messages with the aim of influencing the attitudes, opinions, and behavior of others both verbally and nonverbally. 2) Persuadee, namely the person or group of people to whom the message is delivered. In more general communication terms, this persuasion is commonly known as communication or audience.

Implementation of persuasive communication that is not based on the agreement of both parties Ainunnisa & Hendriyani (2020). According to Mufarrohah (2021), persuasive communication is the process of influencing people's attitudes, beliefs, and behaviors by using psychological manipulation so that the person acts as if of his own free will. Good communication will increase a high work ethic it will increase the success of a company's goals.

In addition to Persuasive Communication, another factor that can influence achieving a work ethic is transformational leadership. In a company, the attitude at work can have a good or bad impact on a job to get good results. Transformation leadership is one of the important issues if employees are not satisfied in doing work, it will have an impact on work ethic and will have an impact on company revenue. This happens because of the many demands and responsibilities of the company to achieve success without thinking about employees, in this case, a company must be able to handle it properly and correctly (Aldi & Susanti, 2019).

The ability to envision a vision and motivate are two key components of established transformational leadership. In such situations, transformational leaders have a role in guiding and influencing employees by conveying a vision that raises their awareness and thinking about the importance of the organization's goals, values, and performance (Jensen & Bro, 2018). Thus, the theoretical basis of transformational leadership emphasizes the formation of a vision that will be the main goal of the organization in the future. Transformational leaders can motivate their employees to go beyond the



obligations set out in their employment contracts while attending to the high-level needs of employees. Transformational leaders also act as mentors and advisors, focusing on learning and meeting employee needs. Employees are motivated by transformational leaders to create a trust-filled environment and work for the success of the organization rather than their personal interests (Northouse, 2021). Strong and successful leaders encourage employees to be more proactive and dynamic in carrying out their daily tasks (Almaududi Ausat et al., 2022).

Undoubtedly, transformational leadership style has an impact on creative efforts within organizations. Choosing the right leader is crucial for employee happiness and retention as leaders who exhibit poor leadership qualities can affect employees' creative behavior (Ali et al., 2018) and (Almeshref & Khwanda, 2022). Many researchers have studied leadership style and its relationship with other elements that influence the success of the company (Almaududi Ausat et al., 2022). Therefore, gaining a better understanding of the leadership style preferred by employees will help ensure that employees remain loyal to the organization (Abasilim et al., 2022). (Abasilim et al., 2019). So good transformational leadership will make good communication so that it will increase work ethic and achieve the vision of an organization.

In addition to persuasive communication and transformational leadership, another factor that can influence achieving a work ethic is work interest. Employee work interest will increase a good work ethic so that it will be good for the company. Employees who have a high work interest in the company are needed because it will have a good impact on the company to advance and achieve goals. A person can see his work interest from the amount of work he does as an employee and his main job.

People's strong interest and attention are starting to be seen from the number of people who pay attention to work (Romdloniyati, 2019). Great interest is great capital which means achieving the desired object or goal. Work interest will affect a good work ethic as well so that it will achieve the company's vision and mission.

Based on the background described above the researchers aim to prove both partially and simultaneously, and collect empirical evidence that Persuasive Communication, Transformational Leadership, and Work Interest affect the Work Ethic of Employees of the Fire and Rescue Service of Yogyakarta City.

## METHODS

This research is quantitative research that uses primary and secondary data, namely, questionnaires distributed to all employees of the Yogyakarta City Fire and Rescue Service (respondents) as well as journals/articles, websites, and documents related to the object of research. The questionnaire that will be given to respondents uses a Likert scale. The Likert scale is used to measure persuasive communication, transformational leadership, work interest, and work ethic. The alternative answers are Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5). The data collection method uses questionnaire distribution in printed form and online using Google Forms.

The population in this study was 103 respondents, but the sample obtained in this study was 69 questionnaires received with 2 outliers, and then the total data obtained and processed was 67 respondent data. The sampling technique used in this study is a purposive sampling technique with certain criteria. The researchers utilized SPSS software version 23 to generate the necessary data for this calculation-based investigation. The applied methodologies encompassed testing validity and reliability to evaluate the accuracy and dependability of the statements in the questionnaire. A descriptive analysis was performed to present a comprehensive summary of the data gathered by the researchers. The study employed hypothesis testing techniques such



as T-tests, F-tests, and determination tests. Furthermore, the study employed multiple linear regression analysis to assess the impact of the independent variables on the dependent variables.

There are several characteristics of respondents in this study which are then formulated by researchers, namely as follows: (1) Characteristics of Respondents by Gender: it is known that out of a total of 67 respondents from employees of the Yogyakarta Fire and Rescue Service, 54 people are male with a percentage of 80.6%, and as many as 13 people are female with a percentage of 19.4%, so it can be concluded that respondents are more dominated by men; (2) Characteristics of Respondents by Age: It is known that from a total of 67 respondents, there are 6 people aged 20-40 years there are 29 people with a percentage of 43.3%, ages 41-50 years there are 19 people with a percentage of 28.4%, and for ages over > 50 years 13 people with a percentage of 19.4%. So it can be concluded that the most dominating respondents are at the age of 20-40 years; (3) Characteristics of Respondents based on Final Education: It is known that out of a total of 67 respondents, 9 people have a high school / equivalent education with a percentage of 13.5%, 16 people have a Diploma (D1 / D2 / D3 / D4) with a percentage of 23.9%, 24 people have a Bachelor's degree (S-1) with a percentage of 35.8%, and 18 people have a master's degree with a percentage of 26.8%. So it can be concluded that the most dominating education is Bachelor (S-1) with a percentage of 35.8%; (4) Characteristics of Respondents based on Working Period: it is known that out of a total of 67 respondents, there are 13 people with a length of work < 5 years with a percentage of 19.4%, as many as 25 people with a length of work of 5-15 years with a percentage of 37.3%, and as many as 29 people with a length of work > 15 years with a percentage of 43.3%. So, it can be concluded that the most dominating length of work is > 15 years of service.

## RESULTS AND DISCUSSION

**Table 1. Validity Test Results**

Variable	Item	R Count	R Table	Category
Persuasive Communication (X1)	1	0,574	0,2404	Valid
	2	0,613	0,2404	Valid
	3	0,607	0,2404	Valid
	4	0,601	0,2404	Valid
	5	0,446	0,2404	Valid
	6	0,799	0,2404	Valid
	7	0,533	0,2404	Valid
Transformational Leadership (X2)	1	0,240	0,2404	Valid
	2	0,577	0,2404	Valid
	3	0,527	0,2404	Valid
	4	0,784	0,2404	Valid
	5	0,626	0,2404	Valid
	6	0,710	0,2404	Valid
	7	0,700	0,2404	Valid
Work Interest (X3)	1	0,574	0,2404	Valid
	2	0,613	0,2404	Valid
	3	0,607	0,2404	Valid
	4	0,601	0,2404	Valid
	5	0,446	0,2404	Valid
	6	0,799	0,2404	Valid
	7	0,533	0,2404	Valid

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Variable	Item	R Count	R Table	Category
Work Ethic (Y)	1	0,385	0,2404	Valid
	2	0,542	0,2404	Valid
	3	0,576	0,2404	Valid
	4	0,707	0,2404	Valid
	5	0,691	0,2404	Valid
	6	0,629	0,2404	Valid
	7	0,608	0,2404	Valid
	8	0,621	0,2404	Valid

Source: Primary Data Processed (2024)

The results of the validity test in Table 1 show that Persuasive Communication (X1), Transformational Leadership (X2), Work Interest (X3), and Work Ethic (Y) have Pearson Correlation results  $> r$  table with a significance value  $< 0,05$ . In this study, it is intended that the  $r$  table is 0,2404 so that it can be concluded that all the question items contained in this study are declared valid or valid to be used as research instruments.

**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha	Category
Persuasive Communication	0,791	Reliable
Transformational Leadership	0,712	Reliable
Work Interest	0,780	Reliable
Work Ethic	0,723	Reliable

Source: Primary Data Processed, 2024

The results of the reliability test in Table 2 show that Persuasive Communication (X1), Transformational Leadership (X2), Work Interest (X3), and Work Ethic (Y) have a Cronbach's alpha value  $> 0,60$ . (Ghozali, 2018). Thus, it can be concluded that each part of this questionnaire is reliable or has sufficient credibility to be used as a research tool.

**Table 3. Descriptive Statistic Test Result**

	N	Minimum	Maximum	Mean	Std. Deviation
Persuasive Communication	67	29	35	37,81	2,573
Transformational Leadership	67	21	35	31,58	3,566
Work Interest	67	25	35	32,39	2,433
Work Ethic	67	36	40	46,75	3,313
Valid N (listwise)	67				

Source: Primary Data Processed (2024)

Based on Table 3, the results of descriptive statistical analysis show that the results of Persuasive Communication values have a minimum value of 29, a maximum value of 35, and an average value of 37,81 with a standard deviation of 2,573 out of 67 respondents. The results of the Transformational Leadership analysis have a minimum value of 21, a maximum value of 35, and an average value of 31,58 with a standard deviation of 3,566 out of 67 respondents. The results of the Work Interest analysis have a minimum value of 25, a maximum value of 35, and an average value of 32,39 with a standard deviation of 2,433. The results of the Work Ethic analysis have a minimum value of 36, a maximum value of 40, and an average value of 46,75 with a standard deviation of 3,313. Thus, it can be concluded that the average value is greater than the standard deviation value, which means that there is no data deviation and the values are evenly distributed.



**Table 4. Multiple Linear Regression Result**

Model	Coefficients <sup>a</sup>			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
1 (Constant)	2,763	2,756		1,002	0,320
Persuasive Communication	0,240	0,095	0,215	2,531	0,014
Transformational Leadership	0,310	0,102	0,306	3,044	0,003
Work Interest	0,501	0,123	0,440	4,070	0,000

a. Dependent Variable: Work Ethic

Source: Primary Data Processed (2024)

Based on Table 4 of the multiple linear analysis test results, the estimation model can be analyzed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$\text{Work Ethic (Y)} = 2.763 + 0,240X_1 + 0,310X_2 + 0,501X_3 + \epsilon$$

From the analysis of the form of the above equation, it is explained as follows:

The regression coefficient of Persuasive Communication (X1) of 0,240 means that for every 1% increase in Persuasive Communication, the Work Ethic will increase by 0,240.

The Transformational Leadership (X2) regression coefficient of 0,310 means that for every 1% increase in Transformational Leadership, the Work Ethic will increase by 0,310.

The regression coefficient of Work Interest (X2) of 0,501 means that for every 1% increase in Work Interest, the Work Ethic will increase by 0,501.

#### Hypothesis Test

To determine the significance of the effect of each independent variable on the dependent variable partially, the t-test is carried out. If the significance value is less than 0.05, the hypothesis will be accepted. If t count > t-table, it can be concluded that partially the independent variable has a significant effect on the dependent variable.

**Table 5. t-Test Result**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,763	2,756		1,002	0,320
Persuasive Communication	0,240	0,095	0,215	2,531	0,014
Transformational Leadership	0,310	0,102	0,306	3,044	0,003
Work Interest	0,501	0,123	0,440	4,070	0,000

a. Dependent Variable: Work Ethic

Source: Primary Data Processed (2024)

Based on Table 5, the hypothesis results using the t-test can be concluded as follows:

The significance of Persuasive Communication is 0,014 t-table, namely 2,531 > 1,997, and the coefficient  $\beta$  0,215 with a positive direction, then H0 is rejected.



The first hypothesis (H1), namely Persuasive Communication has a positive and significant effect on Community Satisfaction, **is accepted**.

The significance of Transformational Leadership is 0,003 t-table which is  $3,044 > 1,997$  and the coefficient  $\beta$  0,306 with a positive direction, then H0 is rejected. The second hypothesis (H2), namely that Transformational Leadership has a positive and significant effect on Work Ethic, **is accepted**.

The significance of Work Interest is 0,000 t-table, namely  $4,070 > 1,997$ , and the coefficient  $\beta$  0,440 with a positive direction, so H0 is rejected. The second hypothesis (H2), namely that Work Interest has a positive and significant effect on Work Ethic, **is accepted**.

**Table 6. F-Test Result**

Model	ANOVA <sup>a</sup>				
	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	623,564	3	207,855	48,604	0,000 <sup>b</sup>
Residual	269,421	63	4,277		
Total	892,985	66			

a. Predictors: (Constant), Persuasive Communication, Transformational Leadership, Work Interest  
 b. Dependent Variable: Works Ethic

Source: Primary Data Processed (2024)

Based on the results of the F test in Table 6, the probability value (F-statistic) of  $0,000 < 0,05$ , then H0 is rejected. It can be concluded that simultaneously the variables of Budget Transparency and Financial Accountability have a significant effect on Public Satisfaction.

**Table 7. Determination Test Result**

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,836 <sup>a</sup>	0,698	0,684	2,068

a. Predictors: (Constant), Persuasive Communication, Transformational Leadership, Work Interest  
 b. Dependent Variable: Works Ethic

Source: Primary Data Processed (2024)

To calculate the R-square using the Coefficient of Determination, the formula is as follows:

$$\begin{aligned} \text{Coefficient of Determination} &= R^2 \times 100\% \\ &= (0,836)^2 \times 100\% \\ &= 69,8\% \end{aligned}$$

Based on Table 7, it can be seen that the R Square value ( $R^2$ ) is 0,698. So the Community Satisfaction variable explained by the Persuasive Communication, Transformational Leadership, and Work Interest variables is 69,8% and the remaining 30,2% is explained by other variables outside this study.



## CONCLUSION

The conclusion in this study is based on the results of the tests that have been carried out, the researchers concluded that good Persuasive Communication will increase Work Ethic. This means that Persuasive Communication which means very important, employees have a sense of comfort both in terms of work and with relationships between coworkers and a good working atmosphere. With a better work environment, employees will increase productivity at work. High Transformational Leadership will increase employee Work Ethic. This means that the Transformational Leadership of employees which means very important, employees have a sense of responsibility for work, and obey the rules and regulations that apply both in writing and unwritten. Then, the level of Work Interest owned by employees of the Yogyakarta City Fire and Rescue Service in influencing Work Ethic becomes dependent on the Work Interest owned by employees, and the work support of the Yogyakarta City Fire and Rescue Service is able to strengthen the level of awareness that employees have in carrying out work ethic. In summary, this study provides evidence that Persuasive Communication, Transformational Leadership, and Work Interest are very effective in synergistically increasing the level of performance or Work Ethic of employees in the Yogyakarta Fire and Rescue Department.

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