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ABSTRACT

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**The Employee Perception of Situational Leadership Model
Application of Customer Service's Chief at Head Office PT CV Titipan
Kilat in Jakarta.**

**xvi+ 116 pages + 20 tables + 4 picture + 2 enclosures + 34
bibliography (1973-2007) + 2 journal + 2 additions.**

Organization is a media to achieve an objective. For business organization, maximum profit is it's main objective. Organization need human resources to run their activities and achieve their objectives. Leadership is a major determinance of organizational effectiveness. Organization need a leader to control the employee's activities. In business organization, leader is a key position to maintain a good relationship with the top, middle manager and also their subordinates.

At Head Office PT CV Titipan Kilat in Jakarta, Customer Service Division is one of the divisions that has important role in achieving company's vision. This Division is led by a Customer Service Chief. A Customer Service Chief motivates employees for having good motivation. Therefore, in motivating employees, a Customer Service Chief applicates Situational Leadership Model. Indeed, there are problems in applicating that model. This case is caused by a few employees remain have bad performances. For knowing these problems, Customer Service Chief try to ask the causes o problems directly toward such employees. This way, at least a Customer Service Chief knows employee perception of applicated Situational Leadership Model.

This research is aimed to find out how the employee perception of Situational Leadership Model of Customer Service's Chief at Head Office PT CV Titipan Kilat in Jakarta. Gibson, Ivancevich, and Donnelly explained that perception is cognitive process used to interpret something and understand its environment. From the result of research concerning employees toward leadership style, the obtained image shows that each employee has different perception to applied Situational Leadership

Model. This matter can be seen from the various most respondents who answer the same statement. Based of the theory used in studying style of this leadership is related at theory of Hersey and Blanchard, by using model of situational approach which based of relation among functional behavior, behavioral relation, and subordinate maturity level.

This research uses the approach of quantitative and survey technique. Collected data in this research is a quantitative data based on questioner to Customer Service Employees at PT CV Titipan Kilat. Analysis technique in this research use descriptive statistical analysis, which analyses data according to Tables of Frequency.

From these data, it can be concluded that the result of employee perceptions of telling leadership model is shown by low criteria percentage of 60.34%. Selling leadership model is shown by high criteria percentage of 73.77%, meanwhile another leader model, participating is shown by high criteria percentage of 69% and delegating leadership model is shown by low criteria percentage of 54.94%.

Aboved analysis can be concluded that the employee perceive Customer Service Chief at Head Office PT CV Titipan Kilat in Jakarta tend to use Selling Leadership Model. Therefore, Customer Service Chief in using Situational Leadership Model should anticipate the existing problems. Customer Service Chief should apply two way-communicating by much listening employess.