



**THE ROLE OF WORK MOTIVATION TO MEDIATE ASTA BRATA  
LEADERSHIP ON EMPLOYEE PERFORMANCE  
(STUDY ON LPD EMPLOYEES IN BADUNG REGENCY)**

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**Abstract**

This research was conducted with the background of the demand to excel in the business world, including Village Credit Institutions (LPD). The performance of LPDs in Badung Regency which tends to decline is an interesting phenomenon to be studied further. Declining employee performance can be influenced by employee motivation that has not been maximized and the leadership style applied by the manager. Leadership styles can encourage and motivate LPD employees to improve LPD performance. Therefore LPD in Badung Regency strives to improve the performance of its employees by providing maximum work motivation and developing leadership of Asta Brata so that the aim of the study is to examine the role of work motivation in mediating Asta Brata Leadership with the performance of LPD employees. This research was conducted in Badung Regency by taking a sample of 110 LPD employees. The analytical method used is SEM analysis. The results showed that Asta Brata Leadership had a positive and significant effect on LPD Employee Performance in Badung Regency. Asta Brata leadership has a positive and significant effect on the motivation of LPD employees in Badung Regency. Motivation has a positive and significant effect on LPD Employee Performance in Badung Regency. Motivation is able to mediate significantly in Asta Brata Leadership on employee performance. That is, by increasing motivation, the influence of Asta Brata Leadership on the performance of LPD employees in Badung Regency is increasing.

**Keywords:** Work motivation, Asta Brata leadership, employee performance, and LPD.