

ABSTRACT

Decision is an action or process taken to determine the success of the objectives to be achieved. In an enterprise, decision making can be done from the lowest to the highest level depending on the size of the problems and risks to be borne by the company. In order to maximize profits and minimize losses, the effectiveness of decision making is crucial. The company's goals will be accomplished well with the effective decision.

The effectiveness of decision making by the leadership will affect the goal and evolve the company. Many factors can influence the effectiveness of decision making and in this research will discuss about management leadership style and organizational communication style.

The research was conducted on employees of PT Parama Dharma. This research uses the management leadership style and organizational communication style as the independent variable and the effectiveness of decision making as the dependent variable. The purpose of this research is to analyze the correlation between management leadership style, organizational communication style and the effectiveness of decision making in PT Parama Dharma. This research uses the questionnaires method in the data collection. The sample used is 60 employees of PT Parama Dharma by using simple random sampling method. The analytical methods used are validity test, reliability test, the analysis of determination, regression and correlation analysis (single independent variable and multiple independent variable).

By using single and multiple variable, the research finds out that management leadership style and organizational communication style have a positive relationship with the effectiveness of decision making in PT Parama Dharma. This means that the better a leader adapts his style of leadership and organizational communication, the more effective he becomes in decision making.

Based on the results of this analysis, it is necessary to increase the management leadership style and organizational communication style in order to maximize the effectiveness of decision making so that the company's goals can be achieved and the company is evolved.

Keywords : *Leadership Style, Organizational Communication Style, Effectiveness Decision Making, Simple Random Sampling Methods, Analysis, Regression and Correlation Analysis*