

# Role of Hasta Brata Leadership to Work Engagement at Public and Private Sector Company

Isabella Floriana

Rostiana

Yulita

Universitas Tarumanagara

## Abstract

We integrated Hasta Brata leadership with work engagement at public and private sector company. Work engagement was related to employee productivity which influenced Indonesia economic growth. Leadership was a factor that influenced work engagement. Hasta Brata leadership was define with eight Goddess attitude which should implemented by the leader. Hasta Brata leadership was an original Indonesia leadership concept ant theoritically this leadership was suit with collectivism culture in Indonesia. Hasta Brata leadership originally was from Javanese and Hinduism culture that internalism to Indonesian people.

Participants in this research consist of 236 people from public and private sector company. This research used reggression analysis. Overall results is Hasta Brata leadership related with work engagement significantly at public and private sector company. However, when we tested multiple reggresion, the leader who had facilitative competency could raised subordinate wor engagement at public sector company. And the leader who had assertiveness attitude could raised subordinate work engagement at private sector company.

Key words: Hasta brata leadership, work engagement