

THE RELATIONSHIP BETWEEN TRANSFORMATIONAL AND
TRANSACTIONAL LEADERSHIP AND ITS EFFECT ON
CREATIVITY AMONG MANAGERS IN HOSPITALITY
INDUSTRY IN KUANTAN, PAHANG DARUL MAKMUR

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ABSTRACT

Leadership styles has a long documented history of positive outcomes especially creativity. However, it is unclear under what conditions leadership styles influences creativity because studies have produced mixed conclusions. These studies have only concentrated on transformational leadership and not on transactional leadership. Considering that transformational leadership are more likely contributed towards creativity rather than transactional leadership. The purpose of this descriptive correlational study was to examine the relationship between leadership styles and its effect on creativity among managers in hotel industry in *Kuantan, Pahang*. This study used a stratified sampling frame from three and four star hotel in *Kuantan, Pahang* and examined managers for each hotel. 86 participants are directed to complete a set of questionnaires for each of them. Even though a significant results was found, the limitations to this study such as a small sample size and construct validity issues may have influenced this significant results. Also, the basic statistical analysis resulted in violated assumptions, which were related to how the participants responded to the surveys. With these limitations and violated assumptions, the results can only be limited to the sample and it is recommended that the same variables be examined with different populations, larger sample sizes, and different instruments. It is important to understand the relationship between leadership and creativity so that leaders and organizations can find ways to enhance creativity, which would ultimately increase an organization's ability to produce positive outcomes.

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