

Leader Endorsement: Peran Leader Prototypicality, Leaders' Expert Power, dan Leaders' Referent Power = Leader Endorsement: Peran Leader Prototypicality, Leaders Expert Power, dan Leaders' Referent Power

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Abstrak

Salah satu kunci dari efektivitas kepemimpinan adalah bagaimana seorang pemimpin diterima dan didukung oleh bawahannya (*leader endorsement*). Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor yang memengaruhi dukungan bawahan terhadap pemimpin berdasarkan teori identitas sosial. Studi kuantitatif dengan desain non-eksperimental ini dilakukan pada 135 karyawan dari berbagai perusahaan swasta di Indonesia. Reliabilitas masing-masing alat ukur yang digunakan berkisar antara 0.80-0.90. Hasil analisis menunjukkan bahwa: (1) *leader prototypicality* tidak signifikan memengaruhi *leader endorsement* ($\hat{I}^2 = .124$; $p > .05$); (2) *leaders expert power* ($\hat{I}^2 = .767$; $p < .01$) dan *leaders referent power* ($\hat{I}^2 = .363$; $p < .01$) signifikan memengaruhi *leader endorsement*. Faktor tersebut memprediksi varian *leader endorsement* sebesar 78,3% $F(3.94) = 56.706$, $p < .01$.

Dengan demikian, temuan penelitian ini diharapkan dapat memberikan kontribusi terhadap perkembangan teori identitas sosial bahwa pada konteks perusahaan swasta, faktor yang menentukan terbentuknya dukungan terhadap pemimpin tidak hanya dilihat dari seberapa prototipikal pemimpin tersebut, namun lebih pada kemampuan dan keahlian serta keteladanan yang dimilikinya (*leaders expert power* dan *leaders referent power*).

One of the key to leadership effectiveness is how a leader is accepted and supported by his subordinates (*leader endorsement*). This study aims to identify the factors that influence subordinate support for leaders based on social identity theory. This quantitative study with a non-experimental design was conducted on 135 employees from various private companies in Indonesia. The reliability of each measuring instrument used is between 0.80 to 0.90. The analysis showed that: (1) leader prototypicality did not significantly affect leader endorsement ($\hat{I}^2 = .124$; $p > .05$); (2) leaders expert power ($\hat{I}^2 = .767$; $p < .01$) and leaders referent power ($\hat{I}^2 = .363$; $p < .01$) significantly influence the leader endorsement. These variables can predict leader endorsement variants of 78,3%, $F(3.94) = 56.706$, $p < .01$.

The findings of this study can contribute to the development of social identity theory that in the context of private companies, the factors that determine the formation of leader endorsement are not only seen from how prototypical leader, but rather the ability and expertise and exemplary that they have (*leaders expert power* and *leaders' referent power*).