ABSTRACT

The Effects Of Individual Characteristic Factors And Leadership On Corporate Culture, Work-Life Benefit And Performance Of Lecturers Of Muhammadiyah University In East Java

The purpose of this study is to examine factors influencing the performance of Muhammadiyah Universities in East Java. Specifically, the study was conducted to examine the direct and indirect effects of individual characteristics, and leadership on corporate culture, work-life benefit, satisfaction, and performance

The population of this study was lecturers of Muhammadiyah Universities in East Java. The sample was chosen purposively, that is, those who have at least three-year teaching experience at Muhammadiyah university. 465 Self-administered questionnaires were distributed to the respondents and a total of 392 questionnaires were received for further analysis. This gives a response rate of 84%.

The data were analyzed using the Structural Equation Model (SEM) as it enables the examination of relationships among research variables simultaneously.

The results of confirmatory factor analysis indicate that each of investigated variables hove an acceptable unidimensionality. In addition, the factors analyzed for each variable were found to valid and reliable. Results of the data analyses indicate that the direct effect of the individual characteristics variable served greater contribution than that of the leadership variable in establishing organizational culture. Satisfaction was most influenced by individual characteristics, followed by leaderships and organizational culture.

Related to the indirect effects of the variables, it was found that leaderships had greater contribution to the improvement of performance when it interacts with the satisfaction (as the intervening variable). Furthermore, using the same intervening variable, it was found that corporate culture had significant contribution to the improvement of performance.

Based on the above findings, it is suggested that the management of Muhammadiyah University in East Java considers satisfaction as an important aspect for improving performance.

Key Words: Individual characteristics, corporate culture, leadership, work-life benefit, satisfaction, and performance.