

ABSTRAK

Nurin Amalia Hamid, 111724353001, Pengaruh Pelatihan *Coaching* Guna Meningkatkan *Leader Member Exchange* Anggota di Bisnis Pemasaran Jaringan, Tesis, Fakultas Psikologi, Universitas Airlangga Surabaya, Indonesia 2019.

Bisnis pemasaran jaringan merupakan bisnis pertemanan atau bisnis yang sangat mementingkan nilai suatu hubungan. Pemimpin bisnis jaringan memiliki peranan penting dalam membangun hubungan tersebut. Hubungan yang terjadi antara anggota dan pemimpin dinamakan *leader member exchange* (LMX). Penelitian ini bertujuan untuk mengetahui apakah pelatihan *coaching* dapat meningkatkan (LMX) anggota terhadap pemimpinnya di bisnis pemasaran jaringan. Subyek penelitian yaitu pemimpin tim bisnis berjumlah delapan orang yang dibagi menjadi dua kelompok. Peneliti mengukur LMX melalui anggota dari pemimpin tersebut dengan jumlah total 32 orang. Alat ukur LMX menggunakan LMX-MDM dari Liden dan Maslyn (1998). Dari pengukuran menggunakan teknik analisa independent sample t-test, ditemukan hasil bahwa terdapat perbedaan signifikan dari anggota yang pemimpinnya diberi pelatihan *coaching* dan tidak ($t=3,519$, $\alpha < 0,05$). Peneliti juga menemukan bahwa terdapat *effect size* sebesar 1,24, menandakan bahwa pelatihan *coaching* memberikan efek yang besar untuk LMX anggota.

Kata kunci: *Leader Member Exchange, Pelatihan, Coaching*
Daftar Pustaka 36, (1990-2018)

ABSTRACT

Nurin Amalia Hamid, 111724353001, The Influence of Coaching to Improve Leader Member Exchange's Members in Network Marketing Business, Thesis, Faculty of Psychology, Airlangga University, Surabaya, Indonesia 2019.

Network marketing Business is a friendship business or business that cares about the value of relationship. Leaders in network marketing business have an important role in building this relationship. Relationship that occur between members and leaders called leader member exchange (LMX). This study aims to find out whether coaching can improve LMX members against their leaders in network marketing business. This study involved eight team leaders which divided into two groups. LMX was measured by using LMX-MDM from Liden and Maslyn (1998) through 32 members of the team leaders. Analysis technique used was independent sample t-test, the result showed that there was significant differences from members with their leaders were given coaching and not ($t=3,519, \alpha < 0,05$). *Effect size* in this study is 1,24, indicated that coaching has given big effect for member's LMX.

Keywords: *Leader Member Exchange, Training, Coaching*
References 36, (1990-2018)