

## ABSTRAK

Kepemimpinan terdiri dari tiga atribut yaitu *affective attribute*, *effective attribute* dan *collaborative attribute*. Penelitian ini bertujuan untuk mengetahui pengaruh *affective attribute*, *effective attribute* dan *collaborative attribute* terhadap persepsi Dosen dan karyawan laki-laki. Dalam penelitian ini data dikumpulkan dengan alat bantu berupa observasi, wawancara dan kuesioner terhadap 44 responden dengan teknik purposive sampling, yang bertujuan untuk mengetahui persepsi responden terhadap masing-masing variabel. Analisis yang digunakan meliputi uji instrumen data (uji validitas, dan uji reliabilitas), analisis regresi linear berganda, uji asumsi klasik (uji normalitas, uji multikolinearitas, uji heteroskedastisitas), dan uji hipotesis (uji F, uji t, koefisien determinasi). Dari hasil analisis menggunakan regresi dapat diketahui bahwa variabel *affective attribute*, *effective attribute* dan *collaborative attribute*, semuanya berpengaruh positif terhadap persepsi Dosen dan karyawan laki-laki. Dari uji t diperoleh hasil bahwa *affective attribute*, *effective attribute* dan *collaborative attribute* berpengaruh signifikan terhadap persepsi Dosen dan karyawan laki-laki.

**Kata kunci:** pemimpin perempuan, persepsi, dosen dan karyawan laki-laki



## **ABSTRACT**

*Leadership consists of three attributes, namely affective attribute, effective attribute and collaborative attribute. This study aims to determine the effect of the affective attribute, effective attribute and collaborative attribute on the perception of male lecturers and employees. In this study, data were collected by means of observation, interviews and questionnaires to 44 respondents with purposive sampling technique, which aims to determine the respondents' perceptions of each variable. The analysis used includes data instrument testing (validity test, and reliability test), multiple linear regression analysis, classical assumption test (normality test, multicollinearity test, heteroscedasticity test), and hypothesis testing (F test, t test, coefficient of determination). From the results of the analysis using regression, it can be seen that the variables of affective attribute, effective attribute and collaborative attribute, all have a positive effect on the perception of male lecturers and employees. From the t test, it was found that the affective attribute, effective attribute and collaborative attribute had a significant effect on the perception of male lecturers and employees.*

**Keywords:** *female leaders, perceptions, male lecturers and employees*

