ABSTRACT

As long as the development of business world that is currently getting strong and rapid. Each company must be prepared to face new competitors with the way a company is required to keep improving its management in order to survive and keep going. In influencing employees in order to improve their management it needs the leaders who have a good personality, so it can make their management improve the employees' performance well and give positive impacts for the company. Good leader personality is needed to provide good performance levels of employees. This is where a leader is responsible to ensure that the performance of his or her members is quite clear and the relationships among divisions or work responsibilities appropriately structured. That way the organization will get better results and can help a person develop the leaders themselves. The purpose of this research was to determine the influence of leader personality type in improving the performance of the employees. From that background this research was conducted under the title "The Influence of Extrovert Leader Personality Type on Employee Performance" Research at PT. Convection Charisma and Garment Turen Malang".

The test was conducted using multiple regressions consisting of F test (simultaneous test) and t test (test partial), taking into account the classical assumption test consisting of multicolinearity, heteroscedasticity, autocorrelation, normality and linearity.

From the test results of simultaneous regression coefficient (F test) obtained F count was 30.256 with a significance of 0.044. Because of the significance of (0.044) is smaller than (0.05), it can be said, extrovert personality type (X) simultaneously affect the performance (Y) employees. Results of testing the partial regression coefficients (t test) obtained the open nature of the variables (X1) p value (0.002), sociable (X2) p value (0.013), friendly (X3) p value (0.040), active (X4) p value (0.009), irritability (X5) p-value (0.044), bold (X6) p value (0.021) due to lower than the t test (0.05), then all the independent variables affect the performance of employees. Of all the independent variables comprising the open nature (X1), easy to get along (X2), friendly (X3), active (X4), irritability (X5), and the bold (X6) which has dominant influence is friendly variable (X3), with r^2 of 0.5715 or 57.15%.