



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**EMPLOYEE'S PERCEPTION TOWARDS
WOMEN LEADERSHIP: A CASE STUDY AT
SOCSO KELANTAN**

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ABSTRACT

This study examined the employee's perception towards women leadership effectiveness. The research objective is in order to determine the influence of women communication skills, women usage of power, women decision making skills and women personal characteristics towards women leadership effectiveness from the employee's perspective. Data was gathered through distributed questionnaires answered by 100 respondents from SOCSO staffs in Kelantan. Frequency analysis was used to analyze the demographic. Besides that, Regression analysis (Correlation Coefficient, Coefficient of Determination, T-Test and F- Test) was used to analyze the relationship between women leader behavioral factors (communication skills, usage of power, decision making skills and personal character) and women leadership effectiveness. The findings for correlation coefficient, the R value is at 78.1% which indicates a high positive correlation between the independent variables and dependent variable. For coefficient of determination it indicates that 61.1% of dependent variable has been explained by all the independent variables. For the T-Statistic result, t-statistic for all of the independent variables are larger than the value of t-table which is 1.984, it means that the independent variables are significant. From these finding also shows that F-Statistic is larger than F-Critical and shows that the regression equation is significant to explain the changes in independent variables. Descriptive Analysis also has been used in this research. This analysis is useful to describe data or to see characteristics of the data. As a conclusion, findings of the study revealed that, there is a significant relationship between women leaders behavioral (communication skills, usage of power, decision making skills and personal character) and women leadership effectiveness.

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