

**KETERAMPILAN KEPEMIMPINAN PENGUSAHA
INDUSTRI SKALA KECIL
(STUDI DI BANDAR LAMPUNG)**

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ABSTRACT

This research is focused on management in small-scale industries in Bandar Lampung seen from entrepreneurs' leadership aspect consisting of technical, interpersonal, and conceptual skills. The success of management in the industries is inseparable from the leadership skills. Without these skills, it is anxious that gradually the industries might develop slowly and be difficult to adapt to the change and development of their environment.

This research is aimed at finding out leadership skills of the entrepreneurs in small-scale industries reflected in the employees' performance, satisfaction and commitment to the industries. The analysis unit was at small-scale processing industries in Bandar Lampung. The number of the samples was 63 units consisting of 26 food industries, 16 printing industries, and 21 furniture industries. The assessment of leadership skills and their influence on employees' performance, satisfaction and commitment was performed by giving questionnaires to the 371 employees. The standards used in the questionnaires were semantic differential scale and analysis tool using Structural Equation Modeling (SEM) with software Lisrel 8.30.

The research result shows that the leadership skills comprising technical, interpersonal and conceptual skills collectively influenced the employees' performance, satisfaction and commitment to the industries. While, individually, this can be seen as follows: 1) technical skill did not significantly influence their performance, satisfaction and commitment to the industries; 2) interpersonal skill significantly influenced their performance and satisfaction, except commitment; 3) conceptual skill significantly influenced their performance and commitment, except satisfaction. Furthermore, it was found that the employees' performance in small-scale industries in Bandar Lampung did not significantly influence their commitment, but their satisfaction significantly influenced their commitment to the industries. It also was found that the employees' satisfaction significantly influenced their performance.

Keywords: *Leadership skills: technical skill, interpersonal skill, conceptual skill, Employees' performance, satisfaction, commitment, small-scale industries in Bandar Lampung.*