

RINGKASAN

Penelitian ini berjudul “Pengaruh *Personality, Values, dan Regulatory Focus* Pimpinan terhadap *Regulatory Focus* Anak Buah”. Tujuan penelitian ini menjelaskan hubungan antara kepribadian dan nilai-nilai pimpinan terhadap anak buah yang difokuskan dalam tujuan *promotion* maupun *prevention* di dalam indikator *Regulatory Focus*. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini adalah pegawai (pimpinan dan staff) pada 25 kantor SKPD dan 27 kantor Kecamatan pemerintah Kabupaten Banyumas (bidang pelayanan publik). Jumlah responden yang diambil dalam penelitian ini adalah 156 responden dengan teknik pengambilan sampel berupa *convenience sampling*. Berdasarkan hasil penelitian dan analisa data dengan menggunakan SmartPLS versi 3 menunjukkan bahwa: (1) *personality-extraversion* berpengaruh positif terhadap *regulatory focus-promotion*, (2) *value-benevolence* berpengaruh positif terhadap *regulatory Focus promotion* dan *prevention*, (3) *regulatory focus-promotion* pimpinan berpengaruh positif terhadap *regulatory focuspromotion* Anak buah, (4) *regulatory focus-prevention* pimpinan berpengaruh positif terhadap *regulatory focus-promotion* anak buah. Implikasi pada penelitian ini yaitu Bagi pemerintah daerah banyumas khususnya pimpinan dan bawahannya kepribadian yang dapat di ambil dari *extraversion* ini di pemerintahan pada *regulatory focus* diri seseorang akan semakin baik dan semakin mendukung pencapaian tujuan organisasi. Nilai *benevolence* dapat di terapkan oleh kepala dinas maupu kepala camat di pemerintahan tersebut agar memiliki nilai-nilai untuk dikembangkan selama pelayanan tujuan organisasi, sehingga nantinya staff atau bawahannya dapat meningkatkan *regulatory focus* agar pelayanan di pemerintah daerah Banyumas menjadi terorganisir dan menerapkan nilai maupun kepribadian yang baik pada *regulatory focus* seseorang.

Kata Kunci: Kepribadian *extraversi*, Nilai Kebajikan, *Regulatory Focus*, *Promotion Focus*, *Prevention Focus*.

SUMMARY

This study entitled "The Influence of Personality, Values, and Regulatory Focus of Leaders on Regulatory Focus of Subordinates". The purpose of this study is to explain the relationship between personality and the values of leaders towards subordinates who are focused on promotion and prevention goals in the Regulatory Focus indicator. This research is a quantitative research. The population in this study were employees (leaders and staff) at 25 SKPD offices and 27 sub-district offices of the Banyumas Regency government (public service sector). The number of respondents taken in this study was 156 respondents with a sampling technique in the form of convenience sampling. Based on the results of research and data analysis using SmartPLS version 3, it shows that: (1) personality-extraversion has a positive effect on regulatory focus-promotion, (2) value-benevolence has a positive effect on regulatory focus promotion and prevention, (3) regulatory focus-promotion leadership has a positive effect on regulatory focus-promotion of subordinates, (4) regulatory focus- prevention of leadership has a positive effect on regulatory focus-promotion of subordinates. The implication of this research is that for the regional government of Banyumas, especially the leadership and subordinates, the personality that can be taken from this extraversion in government on the regulatory focus of a person will be better and more supportive of achieving organizational goals. The value of benevolence can be applied by the head of the service or the head of the sub-district in the government so that they have values to be developed during the service of organizational goals, so that later the staff or subordinates can increase the regulatory focus so that services in the Banyumas regional government become organized and apply the same values and personality. both on one's regulatory focus.

Keywords: Extraversion personality, Values Benevolence, Promotion Focus, PreventionFocus.