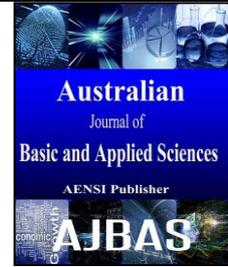




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### Effectiveness Leadership a Small Business Field of Construction to Remain in Green Economic Development in the Palu City

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#### ABSTRACT

The aim of the research is to know whether it is a small business leadership skills in running effort has been effective. Leadership skills ability of the leader can be measured through communication, accountability and can be trusted, while effectiveness is measured on the performance and customer satisfaction. This research using analysis of kanonikal by taking sample as many as 114, each of which entrepreneur businessman considered by 2 the employee. Results of the study showed that the communication skills and accountability a leader significantly affect on the employees performance and customer satisfaction, while the attitude can be trusted from a leader who did not take effect. To the employees performance and employee satisfaction not influence each other.

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#### INTRODUCTION

A small business field of construction and to serve as is expected to remain in green economic development as a whole, so it could be a pillar development of a regional or even national. Thus, it is necessary to new breakthrough to stimulate the entrepreneur in self-development in the face era of free trade that more competitive. Task manager/leader can be grouped into two different functions but still in touch, that is a function-oriented tasks (organizing and structuring groups to accomplish tasks efficiently) and relationship-oriented functions, which is to maintain contacts a harmonious cooperation among the members who need to work together in order to be able to complete the task (Barrier, Michael, 1999).

A small-scale enterprises in addition to planning green business, will be directly involved in supervised. Thus one of problems faced by small-scale enterprises inability is overcomes entrepreneurship (owner business/leader/manager/entrepreneurs) in managing its business effectively, which means entrepreneurial skills weak in managerial skills especially related with the leadership. Therefore, it is very important role in running the process of communication, accountability and the confidence employees to his leadership. Based on the background, the research problem can be formulated as follows:

1. Does the leadership of a small businesses in the city of Palu green construction field and surrounding areas, has been running leadership effectively as reflected in employee performance and employee satisfaction.
2. Do communication, accountability and trustworthy (trust) affect either simultaneously or partially on employee performance and employee satisfaction

**Methodology:**

This research survey data, types of this research is descriptive – verifikatif. The population in small-scale enterprises is that all construction fields that are registered with professional organizations's Indonesian national Contractors Association Palu (GAPENSI), as many as 572's entrepreneurs (consolidated the administrators Indonesian National Contractors Association Palu, 2011). While taking sample, done by determining randomly (random sampling) as many as 20% (Al Rasyid, Harun, 1994) from all members's Indonesian national Contractors Association Palu, the 114 entrepreneurs, taken at random in as many as 2 the employee, to fill in questionnaires, so that became an object in this research is a businessman small construction who became a member's. Analysis techniques used is, analysis of canonical (Hair, Yoseph, F., 2006).

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## RESULTS AND DISCUSSIONS

Test result data showed, that the result Bartlett's Test from all the variables that the cronbach inattentive from all the variables or showing the number more than 0.6. This shows that all the variables or can be relied on or reliable (Hair, Yoseph, F., 2006). The data are processed was freed from the main problem multikolinearitas, there is no evidence that the distribution data is not normal. Thus the assumption normalitas could be fulfilled. In the mean descriptive statistics, painted a value of average assessment respondents to the claim which is proposed in items to measure all the variables, can be known and answers that many selected respondents were in the middle of the continuum each variables. This indicates that respondents had a positive trend of leadership in a small business field of construction to remain in green economic development on the performance employee and satisfaction employee. This means that small business leadership skills construction to remain in green economic development which is measured, the coverage of communication- responsibility and can be trusted employee's explanation has been good, so high employee satisfaction in work and performance.

The influence signifikan that there are between leadership skills to do communication and accountability to the performance employee and satisfaction employee. These results show a good or whether or not skills that leadership to communicate and accountability is shown will affect significantly to high or low the performance employee and satisfaction employee. While for leadership skills which can be trusted, does not have the influence signifikan to performance and oriented employees. This means that, believe it or whether or not employee skills to their leaders, does not affect the performance and customer satisfaction. While performance employees and employee satisfaction not influence each other.

Basically it is employee satisfaction individual. Many factors that affect employee satisfaction, including is salary and comfortable working atmospher. It is often said that is a major factor salary to achieve satisfaction employee. However, this is not always true, because the similarity between the leader and the employees are more important roles in green economic development. This was also revealed by (Laschinger, H.K.S. Finegan, 2001) said that the more the aspects in the work that compatible with necessity individual, the more than satisfaction is felt by employees, and vice versa, the less about the suitability individual desire to work with the more low levels of satisfaction is felt by employees.

From the result of the research shows that the more good communication that is done by small-scale enterprises for the employee, then be better performance and employee satisfaction. Skills a

small-scale enterprises for communication is specific skills. Skills of communication, it can cause a sense appreciated in employee, employees feel that I was noticed and empowered, and employees were working to his delight, soundness of heart, quiet and more sincere, so the employees are pleased to be one of the part of an organization, the perfect fit because employees feel between what is done with what may be desired (Barrier, Michael, 1999). Furthermore, the communication, and employee with voluntary, and a great deal of enthusiasm in work, so that it can increase their chances/skills in his work with results and better quality (high-performance).

Accountability of more than a small-scale enterprises in green construction fields, the more than high performance and employee satisfaction is indicated by its workers. Accountability small-scale enterprises was described as behavior that leads to encourage employee to be more responsible for job/tasks that are given. Accountability is more focus on giving authority to the employees to carry out and settle any tasks that are given to achieve the goal that has already been determined. Small-scale enterprises in green construction fields in Palu, in solving every project, there has never been entrusted to apply strict rules and to the foremen who, both labor business administration field and workers, but always stressed work result must meet the specifications work that has already been transit. This Businessmen was also ready to take risks, both risks being delayed settlement contract, the risk work accidents, as well as other risks related to the project. The sum insured responsibility so, employees are pleased to what was done by gardener. The coverage of the responsibility, then each worker can work with peace and full responsibility, so it can achieve results of the work that maximum (high-performance).

Results of research also shows that there is no influence between can be trusted to the performance employee and satisfaction employee. This can be interpreted that small-scale enterprises in green construction skills in Palu in different dimensions can be trusted does not affect high or low satisfaction that felt by the employees as well as a better performance achieved employee. According to observation, because there is kinship or kinship between employees and employers, businessmen, so the employees with certainty what believe that done by businessmen will be sure to make himself and business continuity, so that this was not a feeling satisfied with their employees as well as a better performance achieved employee. This was more strengthened again that most small business field of construction in Palu, is a business generations of his predecessors, so there is no continuity in the work that is meant is project (Mahardiana, Lina, 2011). Thus, it can be said that skills leadership small-scale enterprises in green construction in Palu in different dimensions can be trusted did not have any influence

on customer satisfaction that felt by the employees and performance that is achieved.

### **Conclusion and Suggestion:**

Based on the results of research and discussion, the conclusion that can be taken is:

1. Leadership skills small-scale enterprises in green construction in Palu, which is measured from communication, accountability and can be trusted, has been effective, it can be seen from average levels of satisfaction felt by employees and average performance that was achieved employee.
2. Leadership skills small-scale enterprises in green construction in Palu, which is measured from communication, accountability and can be trusted, proved to be together can influence and satisfaction employees performance, but only partial dimension can be trusted that did not have any influence on satisfied and performance.

Based on result of the discussion and conclusion research results, so it can be raised a few suggestions, namely:

1. Small-scale enterprises To realize a powerful, namely small-scale enterprises that can improve customer satisfaction and performance, then small-scale enterprises must stress the values on leadership with pay attention to these aspects managerial leadership that can be developed through interpersonal relationships (interpersonal skills, and will leave By recognizing aspects. For that, an approach that suggested among other things, are potential approach, human approach, socio - technical and approach creation culture of the organization.
2. Researchers for next, can develop approach or two stages in data collection, which is a qualitative in-depth interviews to explore the suitability values between employees and their leaders, and in numerical terms (survey) to gain information about leadership skills managerial skills in a small business. From the two models or is expected to provide a better result so that it will be generalized.

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