

## **THE EFFECTIVENESS OF INFLUENCING BEHAVIOR OF LEADER ON THE COMMITMENT OF SUBORDINATE DUTY IN REGIONAL GOVERNMENT**

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### **ABSTRACT**

This study aims to find the effectiveness of the leader affecting behaviors against the commitment of subordinate tasks in the local government environment. The focus of this research is three Local Government in Province Gorontalo-Indonesia with its analysis unit, that is individual of Head of Region as leader and head of Unit of Organization of Regional Device (SOPD) as respondent. This research used survey research design by adopting influencing behavior questionnaire (IBQ-G) and the result was analyzed by using descriptive and comparative statistics analysis. The results showed that behavioral influences with rational persuasion tactics, consultation, inspiration, legitimacy and effective heart-generating resulted in task commitment from subordinates, whereas influencing behavior with tactics of suppression, coalition, personal approach, exchanges and judgments were likely to result in task compliance, and none of the behaviors affect which tends to result in denied tasks from subordinates. Of the eleven tactics, there are only two tactics that indicate the differences in subordinate responses in the three areas studied namely collaboration and assessment tactics.

**Keywords:** Influencing behavior, influence tactics, task commitment, local government.