

ABSTRACT

Women have their own characteristics in leadership with their feminine nature. Women tend to have more empathy towards situations and are inclined to involve emotions and behaviors that can impact the achievement of organizational goals. The situation of women's leadership style, behavioral conflicts, and their partial influence on productivity is an intriguing backdrop to this research.

This study aims to explore how women's leadership style, conflict management, and productivity occur within the direct sales community of PT. XYZ, as well as the partial influence of women's leadership style and conflict management on productivity in the direct sales community of PT. XYZ.

The research employs an approach involving data collection through questionnaires distributed to members in various direct sales communities within PT. XYZ. The data obtained will be analyzed using descriptive statistics and quantitative analysis with Partial Least Square (PLS) measurement.

The results of the descriptive analysis show that the Women's Leadership variable falls into the 'very good' category with a score of 84.49%, while the Conflict Management variable is also rated as 'very good' with a score of 33.71%. As for Productivity, it is relatively high with a score of 63.18%. In the quantitative analysis and hypothesis testing, the conclusion is that Women's Leadership significantly influences the productivity of members in the direct sales community of PT. XYZ, and conflict management also has a significant impact on the productivity of members in the same community. Based on the coefficient of determination test results, the R-square value is found to be 0.118, representing 11.8%. This means that 11.8% of the productivity of the direct sales community at PT. XYZ is influenced by women's leadership style and conflict management, while the remaining 88.2% is affected by other variables not included in this study.

The results of this research are expected to contribute to the literature on indicators influencing women's productivity through emotional uniqueness and conflict behavior. This study also offers recommendations to relevant parties on how to enhance productivity through effective women's leadership and sound conflict management, especially within direct sales companies.

Keywords: Leadership Style, Women, Conflict, Productivity.