

**THE EFFECT OF VISIONARY LEADERSHIP, ORGANIZATIONAL
BEHAVIOR, PERSUASIVE COMMUNICATION AND
ORGANIZATIONAL COMMITMENT ON THE PERFORMANCE OF
TEMPORARY STAFFS**

A Causal Study at IAIN Sulthan Thaha Saifuddin Jambi

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ABSTRACT

The objective of this research is to study the effect of visionary leadership, organizational behavior, persuasive communication and organizational commitment on the performance. The research approach is quantitative and the analysis method used is path analysis. The research was conducted at IAIN Sulthan Thaha Saifuddin located in Jambi, using survey with the samples of 87 temporary staffs being selected simple randomly. The research findings show: (1) visionary leadership has positively and significantly affected the performance; (2) organizational behavior has positively and significantly affected the performance; (3) organizational behavior has positively and significantly affected the organizational commitment; (4) persuasive communication has positively and significantly affected the organizational commitment. Based on these findings, it can be concluded that enhancing the performance can be done through strengthening leadership and improving organizational behavior. It was also obtained that (1) performance was not significantly influenced by organizational commitment and persuasive communication, and (2) organizational commitment was not significantly influenced by visionary leadership.

Keywords: performance, visionary leadership, organizational behavior, persuasive communication, organizational commitment.