

# Analysis of the Village Head's Leadership Style in Management of Digital-Based Services at the Village Office

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**Abstract:** This study examines the leadership style of the village head in managing digital-based services at the village office. Using both qualitative and quantitative methods, the research reveals that the village head's leadership style significantly impacts the effectiveness of digital services. Inclusive leadership, characterized by respect and acceptance, facilitates digital services but lacks delegation and centralized decision-making processes. However, charismatic leadership, characterized by respect and decision-making finesse, is praised for its ability to navigate complexity. The office workforce, particularly in delivering digital-based services, is effective and efficient, improving service quality and community satisfaction. High employee motivation drives quality service delivery, and the office's technological infrastructure, including a fast internet network, enhances service delivery processes. The study underscores the importance of considering leadership dynamics in village governments to optimize digitally oriented services. However, its generalizability is limited as it focuses on the village head's leadership style. Future research should explore the interaction between leadership style and other organizational determinants, such as staff competencies and technological infrastructure.

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## INTRODUCTION

Leadership is the personal effort to influence individuals through communication to achieve specific goals (Ruben & Gigliotti, 2014, 2016; Zulch, 2014). Effective leadership is influenced by the leader's alignment with the organizational context and employee needs, fostering an environment conducive to enhancing performance (Arghode et al., 2022; Szczepańska-Woszczyzna, 2015). Leaders use different methodologies to guide their teams, such as articulating clear objectives, fostering collaboration, and providing support. They navigate challenges, adapt their approach, and inspire team members to work collectively towards shared objectives. Leaders can use different leadership styles, such as transformational, democratic, or situational, to suit the company's culture and work environment. By fostering open dialogue, providing constructive feedback, and recognizing individual contributions, leaders can engender a sense of ownership and commitment among employees, maximizing their potential to contribute towards achieving the company's goals.

The village head's leadership style is closely tied to the objectives set by the village administration (Amrullah et al., 2022; Tourish, 2014), ensuring that their actions align with the efforts of guiding and mobilizing village members towards fulfilling these goals.

They are expected to execute their leadership functions effectively, ensuring quality services for the benefit of the community. Law Number 6 of 2014 on Village/Village Heads emphasizes the role of village heads as representatives of the country and community leaders (Anwar, 2015).

The village head is charged with the responsibility of fostering an environment conducive to development and community welfare, using a leadership approach that not only reflects the goals of the village administration, but also prioritizes the needs and aspirations of the community (Wisnumurti et al., 2020; Zeho et al., 2020). By effectively balancing governance demands with community welfare, the head aims to steer the village towards sustainable progress and collective prosperity. The village head's leadership style is intertwined with the overarching goals and objectives set by the village administration, and they strive to serve as effective leaders who champion the interests of the community while upholding good governance and public service principles (Masuku & Jili, 2019; Pahl-Wostl, 2019).

Effective leadership is a crucial aspect of any organizational structure, guiding and influencing activities related to work and group members (Soderstrom & Weber, 2020). It involves not only directing actions but also fostering and facilitating the enhancement of the quality of work performed by subordinates. The importance of leadership in supporting each individual in the organization to carry out their duties effectively through coaching, facilitation, and obstacle mitigation activities (Kremer et al., 2019; Martins et al., 2019).

This dynamic process allows leaders to steer collective efforts towards organizational goals, encompassing aspects of support, guidance, and empowerment (Grass et al., 2020; Lee & Kim, 2020). Effective leadership fosters an environment conducive to individual and collective growth, inspiring members to continually enhance their performance and contribute to organizational success (Amrullah et al., 2022; Liu & Yang, 2019). This multifaceted nature of leadership emphasizes the directive aspect, as well as the supportive and developmental dimensions. By fostering an environment of collaboration, motivation, and continuous improvement, effective leadership is instrumental in driving organizational excellence and achieving overarching objectives.

Effective leadership is a crucial aspect of any organization, requiring leaders to demonstrate maturity and foster positive relationships within the organization. There are five dimensions of effective leadership: fostering cooperation, achieving desired results, involving team members in the decision-making process, and effective delegation. Leaders should foster a collaborative atmosphere, guide the team towards set goals, and ensure a smooth workflow (Wiid et al., 2022). Participatory leadership is essential, as it involves actively involving team members in decision-making processes, fostering a sense of ownership and commitment. Effective delegation involves efficiently delegating tasks and authority, ensuring that responsibilities are distributed appropriately and workflow remains smooth. These dimensions collectively contribute to fostering organizational success and sustainability. Thus, effective leadership is a multifaceted approach that requires leaders to be adept at executing tasks and authority effectively.

The University of Muhammadiyah Sidenreng Rappang has developed the Village-Owned Enterprises (BUMDES) Information System and Village Management (SIBERAS), a digital-based service that has significantly improved village management in Bulu Village. SIBERAS is a comprehensive tool designed to cater to the service requirements of village offices, enhancing the administrative capabilities of local authorities and facilitating efficient service delivery to the community. The implementation of SIBERAS in Bulu Village has exemplified practical benefits, such as streamlining administrative processes, optimizing workflow, and enabling data integration and analysis. The positive impact extends beyond administrative efficiency to the provision of services to the community, addressing residents' needs promptly and effectively. This results in improved service delivery across sectors such as healthcare, education, infrastructure, and social welfare. The successful implementation of SIBERAS in Bulu Village demonstrates the potential of digital-based solutions in enhancing local governance and community development.

Bulu Village has implemented the SIBERAS application to streamline administrative processes and improve service delivery. SIBERAS streamlines tasks such as recording, storing, searching for data, and generating reports, enhancing efficiency and effectiveness in serving residents. The application facilitates the systematic storage of essential data, enabling quick access for decision-making. It also enables seamless report generation, ensuring accuracy and reliability and fostering transparency and accountability within the village governance structure. The adoption of SIBERAS signifies Bulu Village's commitment to leveraging technology for the betterment of its community, aiming to streamline operations, improve service delivery, and foster development and progress. This initiative reflects the village's commitment to leveraging technology for the betterment of its community.

The research focuses on the leadership style of village heads in Bulu Village, a region where digital-based services are being implemented. The study investigates the leadership strategies employed by village heads, their involvement in technological adaptation, and their effectiveness in promoting digital initiatives. The research aims to understand the correlation between leadership style and the successful implementation of digital services in the Bulu Village Office. The study also aims to identify challenges faced by village heads in leading the transition towards digital-based services.

Through qualitative and quantitative method methodologies, the research captures insights into the experiences, perspectives, and decision-making processes of village leaders. The study underscores the importance of leadership style in driving the advancement of digital-based services at the grassroots level, aiming to inform policymakers, practitioners, and stakeholders about effective strategies for leveraging leadership to enhance service delivery and governance effectiveness in digitally evolving environments like the Bulu Village Office.

## **RESEARCH METHOD**

The research employs a qualitative and quantitative method approach to study a symptom, capturing its precise state through objective measurement techniques

(Bryman, 2018; McKim, 2017). This methodological framework ensures data presentation is accessible to stakeholders seeking relevant information. The quantitative approach enables researchers to present reliable and interpretable findings, contributing to a comprehensive understanding of the symptoms. The use of numerical representations enhances the accessibility and comprehensibility of the findings, transcending linguistic or contextual barriers. This approach is particularly important for disseminating research outcomes to diverse audiences, including stakeholders with varying expertise or linguistic backgrounds, enabling informed decisions or recommendations.

Research employs the quantitative technique to analyze data from documentary sources, identifying patterns, connections, and trends (Sagena et al., 2023). This systematic approach, based on principles of impartiality and replicability, aims to provide findings applicable to different populations or circumstances. Researchers use structured instruments like questionnaires, trials, and statistical analyses to measure phenomena and evaluate correlations between variables. Inferential statistics are often used to make inferences about a population, improving the external validity of results (Apuke, 2017; Queirós et al., 2017). Quantitative research provides a systematic framework for testing hypotheses and developing theories in various fields, such as social sciences, natural sciences, and business studies (Mohajan, 2020; Price & Lovell, 2019). Statistical methods like regression analysis, correlation analysis, and hypothesis testing are employed to examine causal links and develop predictive models. The quantitative method is a potent instrument for producing empirical evidence and promoting scientific investigation in various fields.

Researchers expanded their study sample by eight individuals from the Bulu Village Office District from November to December 2023. This decision was made to enhance the robustness and reliability of their findings, facilitating a more nuanced analysis of the subject matter. The larger sample size also mitigated potential limitations of a smaller sample size, such as reduced statistical power and limited generalizability of results. By incorporating a more diverse range of experiences and perspectives, the researchers enriched the depth and breadth of their analysis. This decision reflects a methodological refinement aimed at enhancing the rigor and comprehensiveness of the research endeavor and contributing to the advancement of scholarly discourse in the field.

## **RESULTS AND DISCUSSION**

Researchers use data analysis to understand a phenomenon, this involves examining characteristics, relationships, patterns, and influences associated with the phenomenon. Researchers scrutinize demographics, environmental influences, and behavioral patterns to gain a comprehensive understanding. Researchers identify correlations and dependencies among variables, identifying potential causative factors. Statistical techniques like regression analysis and correlation coefficients are used to discern patterns within the data set. This approach provides empirically grounded conclusions, contributing to a broader understanding of the phenomenon.

### ***Village Head's Leadership Style***

The study on the authoritarian leadership style found that the village Head's centralized leadership in facilitating digital-based services at the Bulu Village Office was lacking, as he failed to embody essential characteristics expected of a village leader. This discrepancy highlights the complexity of assessing leadership effectiveness solely through quantitative measures. The qualitative insights gleaned from interviews highlight the importance of interpersonal dynamics and aligning leadership behavior with organizational expectations. The interview findings prompt a reevaluation of the notion of "excellence" in leadership, focusing on the ability of leaders to foster collaborative relationships and inspire genuine engagement among their team members. A more holistic understanding of leadership efficacy emerges, encompassing the subtleties of human interaction and organizational culture (Marzuki et al., 2022), rather than just adherence to authoritarian principles.

The village head's leadership style at the Bulu Village Office is characterized by respect, receptiveness to input, and the ability to garner respect from subordinates. This leadership style fosters a positive atmosphere within the workplace, promoting the implementation of digital services. The head's inclusive leadership approach empowers subordinates to contribute their ideas and perspectives, fostering a sense of ownership and collaboration. This fosters a culture of continuous improvement within the organization.

The head's ability to receive and incorporate feedback from subordinates strengthens the effectiveness of his leadership. By actively soliciting and valuing the opinions of team members, the head demonstrates a commitment to collaborative decision-making and organizational development. This approach enhances employee morale and ensures initiatives, such as the implementation of digital services, are tailored to meet the specific needs and preferences of the workforce and the community. In essence, the village head's leadership style serves as a catalyst for progress, driving positive change and improvement in service delivery within the Bulu Village Office.

The leadership style of the village head in the Bulu Village Office is perceived as "good" by quantitative data. However, qualitative insights from interviews reveal that the village head's leadership approach is inadequate due to several shortcomings. Firstly, there is a lack of delegation of responsibilities to subordinates, which limits their autonomy and capacity to contribute effectively. Secondly, the communication of directives is characterized by ambiguity, leading to potential confusion and inefficiency within the organizational framework. Lastly, decision-making processes appear centralized, with the village head making unilateral decisions without considering the input or perspectives of team members.

This incongruity between the perceived effectiveness of the Laissez Faire Leadership Style and the practical manifestation within the office underscores the importance of a nuanced understanding of leadership dynamics. Addressing issues related to delegation, communication clarity, and participatory decision-making is crucial for fostering a more conducive and empowering work environment. By embracing a more inclusive and collaborative leadership approach, the village head can cultivate a culture



of trust, empowerment, and efficiency, ultimately optimizing operational effectiveness and maximizing the potential for success within the Bulu Village Office's digital-based service initiatives.

The research reveals that the Charismatic Leadership Style is "good" in facilitating digital-based services at the Bulu Village Office. The village head's leadership is characterized by respect, reverence, and the ability to solicit feedback from subordinates. This approach contributes to the effectiveness of digital services within the administrative framework of Bulu Village. The study's findings suggest that the effectiveness of the village head's leadership extends beyond administrative competence, highlighting the importance of relational dynamics within the leadership framework. By being respected and approachable, the village head fosters trust and cooperation among team members, fostering a conducive environment for innovation and collaboration in digital service initiatives. This relational aspect complements the technical competencies required for successful digital transformation efforts, ultimately contributing to the overall success of administrative endeavors in Bulu Village. The findings affirm the efficacy of the Charismatic Leadership Style in facilitating digital-based services within the administrative context of Bulu Village.

The study on Paternalistic Leadership Style in Bulu Village found that the village head's leadership style is considered "good" by respondents. The head's leadership is praised for its ability to foster positive relationships with subordinates and demonstrate proficiency in decision-making processes. The study also revealed that the head's ability to navigate the complexities of digital service provision while maintaining a supportive rapport with subordinates is a key theme. The study highlights the importance of considering contextual factors in evaluating leadership efficacy, particularly in the realm of digital service delivery. The findings underscore the importance of considering contextual factors in evaluating leadership efficacy in the digital age.

The analysis of leadership styles in Bulu Village Heads revealed two prominent styles: democratic and charismatic. Democratic leadership, characterized by participatory decision-making and inclusivity, is a prevalent approach, fostering a collaborative environment where community members are actively involved in decision-making processes. This model emphasizes transparency, consensus-building, and community engagement, aligning with shared governance. Charismatic leadership, on the other hand, is characterized by charisma and persuasive abilities, inspiring and mobilizing community members towards common goals. Both styles have their own challenges and limitations, such as the risk of decision-making paralysis in democratic systems and overreliance on the leader's personality in charismatic models. Understanding and leveraging these leadership styles is crucial for addressing community needs and aspirations effectively. By recognizing the strengths and limitations of both democratic and charismatic leadership styles, village leaders can adapt their strategies to foster sustainable development and collective ownership among residents.

### **Factors Affecting Digital-Based Services**

The study reveals that the Bulu Village Office's workforce situation, particularly in providing digital-based services, is effective. The service quality is deemed "good" due to enough staff members dedicated to the task. The adequacy of staff numbers is crucial for efficient delivery of digital-based services, meeting operational needs. The presence of a large workforce enhances the overall service experience for residents, as it allows the office to attend to a larger volume of requests and inquiries. This highlights the importance of the workforce in ensuring optimal service performance in digital-based services.

The Bulu Village Office's workforce is deemed "good" by the community, demonstrating their proficiency in executing digital-based services. Their knowledge and skills are effectively utilized to optimize service provision to the community. This competency is crucial in today's digital age, where technology plays a central role in public service administration. The workforce's ability to efficiently utilize digital tools and platforms is evident in their ability to maximize work and ensure efficient service delivery. This commendable workforce is essential for the success of the community.

The work motivation study at the Bulu Village Office reveals that the performance of digital-based services is satisfactory due to high levels of employee motivation. This motivation is attributed to intrinsic motivation, which drives employees to deliver quality services. This self-motivated nature reduces the need for external incentives and enhances efficiency in service provision. Organizations should recognize the importance of employee motivation in driving service excellence within the digital landscape. By implementing targeted interventions like training programs, recognition schemes, and participatory decision-making processes, organizations can cultivate a culture of motivation that underpins their digital transformation efforts. This holistic approach to workforce management prioritizes the cultivation of motivation alongside technological advancements.

The leadership at the Heads of Bulu Village indicates that its performance in providing digital-based services is "good." The village head's ability to influence and motivate subordinates is crucial for the overall effectiveness of digital service provision. This leadership cultivates a culture of productivity and excellence, positively impacting the office's performance in digital service delivery. The findings emphasize the importance of nurturing and developing leadership capabilities within organizations to enhance overall performance and service delivery effectiveness.

The organizational culture at Bulu Village Office is characterized by a positive attitude towards digital utilization and service provision. The office's proficiency in digital-based services is attributed to its collective efforts and its unique approach to digital service provision. The office's strategic vision, resource allocation, and operational practices are tailored to meet the demands of the digital age, resulting in efficient service delivery and high-quality service (Lawelai et al., 2021). This unique organizational culture sets a precedent for excellence in service delivery and demonstrates the transformative power of embracing digitalization within administrative contexts.

Digital-based services in the Bulu Village Office contribute positively to employee welfare, meeting their needs such as salary adequacy. Employees perceive their welfare favorably, as reflected in their satisfaction with the remuneration they receive. Interviews reveal that the implementation of digital tools and services has streamlined processes, improved efficiency, and enhanced employee satisfaction. By understanding and addressing these factors, organizations can foster a conducive work environment that promotes employee welfare and satisfaction.

The work environment at Bulu Village Office is deemed satisfactory due to factors such as a conducive work environment, adequate facilities, proficient technology, and well-maintained buildings. This positive atmosphere contributes to employee satisfaction and productivity. The use of advanced technology enhances efficiency and effectiveness in delivering digital-based services. The combination of comfortable surroundings, well-equipped facilities, and advanced technology enhances employee morale and service quality. Investing in creating an optimal work environment yields tangible benefits, including improved employee satisfaction and enhanced service delivery.

The Bulu Village Office's proficiency in digital-based services is attributed to its technological infrastructure, particularly fast and stable Internet networks. These assets significantly enhance the efficiency and efficacy of service provision processes within the office. The availability of these technologies enables personnel to perform their duties with heightened efficiency, enabling them to navigate digital platforms and access relevant information promptly. This proficiency underscores the importance of technological readiness in contemporary administrative settings, as strategic investments in technological infrastructure can yield tangible benefits in terms of operational efficiency and service quality.

The community's satisfaction with digital-based services at the Bulu Village Office is positively rated due to the availability of internet access. The data indicates that respondents generally perceive the accessibility of services positively, and interviews highlight the significance of internet accessibility in facilitating various services. The study emphasizes the importance of ensuring equitable access to digital platforms, promoting inclusivity and equal opportunity, and enhancing overall satisfaction with the services provided by the office.

Digital-based services at the Bulu Village Office have been found to enhance service quality and effectiveness. The responsiveness and ease of use of these services contribute to their effectiveness. The positive feedback from respondents and interviews highlights the importance of a user-friendly interface, prompt responsiveness, and seamless navigability. These attributes contribute to a satisfactory user experience and optimize performance. The successful implementation of digital-based services at the office highlights the importance of prioritizing user-centric approaches and leveraging technology to improve service delivery. The positive assessment of service quality reflects the efforts of the Bulu Village Office in enhancing efficiency and meeting the evolving needs of the community.



The availability of funds is crucial for the effective implementation and maintenance of digital-based services within the Bulo Village Office. The presence of adequate financial resources facilitates the initial setup and ongoing maintenance of these services, ensuring seamless operations for the community. The positive correlation between financial availability and service quality emphasizes the importance of continued investment in digital initiatives. Strategic allocation of resources allows the office to remain at the forefront of technological advancement, meeting the evolving needs of its community.

The Bulo Village Office's implementation of digital-based services is commendable due to its ability to generate novel ideas and adapt to technological advancements. This proactive approach ensures the digital services remain relevant and competitive in the current landscape. The office's commitment to innovation allows it to stay ahead of the curve, ensuring its services remain attractive to users. This proactive stance underscores the office's commitment to excellence in service delivery and positioning it as a leader in leveraging digital technologies for community development. The success of digital-based services at the Bulo Village Office is attributed to its ability to generate new ideas and adapt to technological developments.

The Bulo Village Office's service excellence is attributed to several key factors, including the quality of the workforce, employee motivation, leadership, innovation, work environment, and technological infrastructure. A skilled workforce is crucial for meeting community needs and addressing challenges. Employee motivation boosts service quality, while strong leadership fosters accountability and continuous improvement. Innovation drives service excellence by streamlining processes and optimizing resources. A positive work environment enhances employee morale and productivity. Technological infrastructure facilitates smooth operations and expands service reach, benefiting the community. By focusing on these critical factors, the office can maintain and improve service quality.

### ***Influence of Village Head Leadership Style***

**Table 1.** Regression Models  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta		
(Constant)	41.580	2.307		18.025	.040
Analysis	.098	.141	.071	6.694	.000

a. Dependent Variable: Service

The regression model is used to assess the impact of Village Head Leadership Style Analysis on Digitally Based Service Organization. The equation is represented as  $Y = 41.580 + 0.098X$ , where X represents the Village Head Leadership Style Analysis variable and Y represents the Digital-Based Service Execution variable. The positive sign of the regression coefficient (0.098) indicates a unidirectional relationship, with an increase in X causing an increase in Digital-Based Services and a decrease in Y. This analysis provides insights into the relationship between leadership style and service execution in digital settings, offering valuable implications for organizations operating in digitally driven

contexts. The regression model serves as a tool for understanding and predicting the dynamics between these factors, contributing to a deeper understanding of organizational behavior and performance in the digital age.

The regression model provides a nuanced understanding of the relationship between leadership dynamics and organizational outcomes in the digital landscape. It quantifies the relationship between Village Head Leadership Style Analysis and Digitally Based Service Organization, providing empirical evidence to support managerial decision-making. The regression analysis's robustness and magnitude of the effect allow stakeholders to gauge the extent to which changes in leadership style influence digital service outcomes. This analysis contributes to the broader discourse on leadership in the digital era, enhancing our understanding of leadership dynamics and fostering sustainable success in an increasingly digitized world.

The Village Head Leadership Style Analysis reveals a significant impact of leadership style on digital service outcomes. A constant value of 41.580 represents the expected value of Digitally Based Service Execution (Y) when all other variables are held constant. This indicates that factors beyond the Village Head Leadership Style Analysis contribute to the provision of digital services within the organization. A large beta value of 0.098 indicates the degree of change in Y for a unit change in the Village Head Leadership Style Analysis variable (X). This underscores the importance of leadership style in shaping the organization's ability to effectively implement and execute digital services. The constant term reflects the baseline level of Digital-Based Service Execution, independent of changes in leadership style, while the large beta value indicates the considerable influence of Village Head Leadership Style Analysis on digital service outcomes.

**Table 2.** Hypothesis Testing  
**ANOVA<sup>b</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
<b>Regression</b>	4.860	1	4.860	.482	.000 <sup>a</sup>
<b>Residual</b>	958.501	95	10.089		
<b>Total</b>	963.361	96			

a. Predictors (Constant): Analisis

b. Dependent Variable: Service

The ANOVA test results show a significant F-value of 482 with a probability level of 0.000, indicating the regression model's suitability for predicting Digital Based Services in the Bulu Village Office of Sidenreng Rappang Regency (Y). This value is lower than the conventional threshold of 0.05, indicating a significant influence of the variable Analysis of Leadership Style of Village Head (X) on Digitally Based Services. The significance level of 0.000 ( $F < 0.05$ ) is used to reject the null hypothesis ( $H_0$ ) in favor of the alternative hypothesis ( $H_a$ ). The t-test also confirms the suitability of regression models for predicting Digital Based Services. The coefficients table reveals a value of 6.694 with a significance level of 0.000, emphasizing the impact of the X variable on the dependent variable.

The hypothesis explores the impact of the Village Head's leadership style on the organization of digitally based services within the Bulu Village Office. The study presents two hypotheses: the  $H_a$  hypothesis, which suggests that the Village Head's leadership style significantly influences the organization of digitally based services, and the  $H_o$  hypothesis, which suggests no significant influence. The  $H_a$  hypothesis suggests that the Village Head's leadership style significantly influences the structure and management of digital services within the office. The  $H_o$  hypothesis, on the other hand, suggests that the leadership style does not significantly influence the organization of digitally based services. These hypotheses provide a framework for exploring the dynamics between leadership and digital service organization in a local governmental context, with implications for effective governance and service delivery.

The decision rules for hypothesis testing involve comparing a calculated t-value to a critical t-value to determine the significance of a statistical relationship. These rules establish decision criteria to accept or reject the null hypothesis ( $H_o$ ) in favor of the alternative hypothesis ( $H_a$ ). If the calculated t-value exceeds the critical t-value obtained from the t-table, the null hypothesis is rejected, indicating statistical significance in favor of the alternative hypothesis. Conversely, if the calculated t-value is less than or equal to the critical t-value, the null hypothesis is accepted, suggesting insufficient evidence to support the alternative hypothesis. To apply these rules, researchers must determine the significance level ( $\alpha$ ) for the specific hypothesis test, calculate the degrees of freedom (df or dk), and obtain the critical t-value from the t-table corresponding to the chosen significance level and degrees of freedom.

The hypothesis ( $H_o$ ) was rejected and the alternative hypothesis ( $H_a$ ) accepted, indicating a significant relationship between leadership style and the organization's approach to providing digitally based services in Bulu Village Office. The calculated t-value of 6.694, exceeding the critical t-table value of 1.661, indicates statistical significance. The analysis highlights the importance of considering leadership dynamics within the village administration and the role of the village head's leadership style in influencing the efficacy and structure of digitally oriented services. This decision has implications for the enhancement and optimization of digitally based services within the office setting, highlighting the need for targeted interventions and refining leadership competencies. The findings offer valuable insights for policymakers and practitioners in local governance and digital service provision, fostering innovation and fostering a conducive environment for digital transformation initiatives.

## **CONCLUSION**

The research on leadership in Bulu Village Office, particularly in managing digital-based services, provides valuable insights into effective governance in rural areas. While it provides a snapshot of the village head's leadership style, it is important to acknowledge some limitations, such as the narrow focus of the study and the potential lack of generalizability across different socio-cultural contexts or administrative structures.

Going forward, future research should explore the linkages between leadership styles and various organizational factors, including staff capabilities, technological infrastructure, and community engagement strategies. Such research efforts can provide a more thorough understanding of the multifaceted dynamics that influence digital-based service delivery in rural areas. In addition, longitudinal studies that track the evolution of leadership approaches and their impact on service outcomes over time can provide invaluable insights into the sustainability and adaptability of leadership practices amid technological advances and evolving community needs.

The findings underscore the importance of cultivating democratic and charismatic leadership qualities among village heads in order to effectively utilize digital technologies for the well-being of the community. By modeling these leadership traits and fostering a supportive organizational environment, village heads can facilitate the successful integration of digital tools into local governance processes and service delivery mechanisms. Practitioners and policymakers can leverage the insights of this study to guide capacity building initiatives, strategic planning efforts, and policy interventions aimed at optimizing the utilization of digital platforms in advancing the village development agenda.

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