

## **ABSTRACT**

Attitudes and perceptions towards women's participation in social, economic and political indicates that there are some people who doubt the ability of a woman to lead. But it is not proved by a female leader in the study program MBTI Faculty of Economics and Business at the University of Telkom. The ability to lead a woman is shown by the increasing quality of the academic program of study MBTI. Related to the above, do research on women's leadership abilities that affect the quality of the academic program of study MBTI.

Through this research will be the measurement of student assessment to variable female leadership. In addition this study to evaluate the effect of leadership variable motivate women with sub-variables, the determination of the direction of interest and emotional intelligence on the academic quality of study programs MBTI Faculty of Economics and Business, University of Telkom.

Methods of data collection was conducted through questionnaires by utilizing an application line by calling in private to the class of 78 students Prodi MBTI 2012. Of the questionnaires distributed, all the questionnaires declared invalid. Processing data using Excel and SPSS 16.0 MSI.

Based on the results of data processing, simultaneously aware that student assessment against female leadership shown to have significant positive effect on academic quality. Partially, academic quality is affected by the determination of the direction of interest.

Based on the research results, to improve the quality of academic, a leader of the women in the study program of the Faculty of Economics and Business MBTI make it more responsive, the capability of the students, improve skills in the relationship between the leaders, especially women leaders and students both personal skills and social skills.

**Keywords:** Women's leadership; Academic quality; Motivation; Determination Dest; Emotional intelligence