

A STUDY OF DISC PERSONALITY TRAIT, LEADERSHIP EFFECTIVENESS AND JOB SATISFACTION OF HEALTH CARE WORKERS

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ABSTRACT

This study uniquely explores the effects of Dominance, Influence, Steadiness, and Conscientiousness (DISC) personality traits on the relationships between perceived leadership style, leader effectiveness, and job satisfaction. The sample consisted of 248 healthcare workers. The findings for employees with D and C dominant personality traits demonstrated that perceived leadership effectiveness fully mediated the relationship between leadership style and job satisfaction ($p < 0.01$, path-coefficient 0.442). The results for employees with S and I dominant personality traits demonstrated a reversed path. Organizations should consider the specific dominant personality trait elements when developing strategies to nurture increased job satisfaction and overall leadership effectiveness.

Keywords: DISC personality assessment, job satisfaction, leadership style, leadership effectiveness