**ABSTRAC**

Yomeini Margaret, NPM : 149010043, With the title: Influence of Roles

Leadership, College Culture, and Competence Against Job Satisfaction and Loyalty and Its Implications on Lecturer Performance Management Study Program, State University in Sumatra Province North, guided by Prof. Dr. H. Azhar Affandi, SE., M.Sc. as a Promoter, and Dr. H. Heru Setiawan, M.M as Ko. Promoter.

The success of the development of the tertiary education sector in the Province of North Sumatra will depend, one of which depends on the development of the State University, in particular the improvement of governance of the State University in North Sumatra. Considering the University as an institution that provides education and teaching services, it will be very dependent on the quality of its human resources, in this case represented by the performance of its lecturers.

This study aims to determine and assess the effect the role of leader ship, college culture, and competence towards job satisfaction and loyalty as well as its implications for lecturer performance Management Study Program at State University in Sumatra Province

This research is a quantitative study, with a descriptive and verification approach. In this study the sample was 81 permanent lecturers. The analytical method in this study uses Path Analysis.

The results of the study concluded that there is a very influence

significant role of Leadership, College Culture, and competence in job satisfaction and lecturer loyalty as well as exists very significant influence. from job satisfaction and lecturer loyalty on the Performance of Lecturers of Management Studies at the State University in Sumatra Province.

Key words : Role of Leadership, University Culture, and competence, job

satisfaction, loyalty and lecturer performance.