



## *The Measurement Tools of STIFIn for Measuring Leader Behavior in Business*

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### Abstract

*The STIFIn concept can help people in business develop their vision so they can operate more effectively and efficiently and attain excellence results while running the organization. In order to find a measurement tool for the STIFIn idea in the business field that can attain validity and reliability at the right value, that is the goal of this research. This approach utilized a quantitative questionnaire with 35 respondents who had already undergone STIFIn testing. This tool can be utilized by fitting into each person's personality genetics in a more thorough manner. The findings show that each question from each of the listed characteristics can be utilized as a measurement instrument of STIFIn with reference to business and can be used in additional study. The validity of the 32 questions is in the range of 0.353 to 0.831, and the reliability is in the range of  $r = 0.637$  for sensing,  $r = 0.724$  for thinking,  $r = 0.749$  for intuition,  $r = 0.743$  for feeling, and  $r = 0.605$  for instinct, which can be used to estimate the STIFIn correlation for business, which consists of five dimensions: sensing, thinking, intuition, feeling, and instinct. It demonstrates how each personality's traits in the context of business showcase their primary strengths in carrying out the business in a way that is efficient and effective to accomplish it first.*

**Keywords:** *business, STIFIn, leader, measurement tool, behavior*

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### INTRODUCTION

Eker argues in his book that "Go to school, get good grades, get a good job, work hard, and everything will be O.K. in a fact which is around 85% of the population never become financially independent." A number of individuals are still holding on to the outdated conventional knowledge. Business is the only take refuge left for anyone who is tired of fighting for money and wants to achieve financial independence because it creates wealth (Eker, T., Harv., 1996). The most important aspect of company is developing specific strategies, including a goal and a plan for implementation. These are decided by the concept and execution of the business leader's goal. Because of this, it may result in the best possible life and have a positive influence on others (Schneckenberg et al., 2017).

The real personification of "World Leader Telecommunication" is Steve Jobs (Levy, 2023). Through his speeches, keynote addresses, and interviews, he has vehemently endorsed guidance to others regarding Steve Jobs's secret to success, which is typically forgotten or disregarded in overarching management theories and is to "follow your passion." Never undervalue the impact that enthusiasm has on the success of your business, project, line of work, or brand (Gallo, 2011).

The attitude and character of the business leader who inspired the passion reflect the business's vision. A true vision is something that everyone has, especially in a corporate setting. Psychometric tests are used to analyze human psychology and character. This test has been applied frequently in numerous situations. Measurement of psychological behavior, skills, and performance is the aim of psychometric exams. In general, this test can be used to obtain human activity in any relevant setting in order to forecast activities that will occur in the distant future (Britannica, 2023)

In the corporate environment, the psychological test STIFIn is rarely used to assess demands. The idea of STIFIn is one that can influence how someone behaves. This idea can help people construct their vision in business, whether they desire to start a business or currently have one. Individuals are the ones that develop excellent business visions. Taking the STIFIn test can help them attain exceptional results when running their firm by allowing them to completely understand who they are.

People now believe that the STIFIn test can only be used to learn more about and comprehend a person's personality. Individuals might be steered to a career that suits them by understanding their personality type. Some people who have taken the STIFIn test and have had careers in the past, particularly in the business sector, desire to learn more about their personalities as well as how to use the personality traits that the STIFIn exam has identified to the fullest extent possible in their careers.

However, the reliability of the STIFIn test needs to be examined. Reliability's purpose is to minimize random error and make sure that test results remain constant when administered repeatedly in similar ways and using alternative test formats (H & P, 1971). As a result, the goal of this research is to ascertain the measurement device's accuracy when applied to the STIFIn idea. To do this, a questionnaire was given to clients who had already taken the exam in order to gather information for this study. As of August 2023, this study was carried out using a Google form online.

### Theory

One of the concepts chosen for this research technique is STIFIn. It is composed of several psychological, neurological, and human resource theories (Alindra, 2018). The core idea is based on Carl Gustav Jung's concept of single intelligence, which holds that human beings have four essential functions: intuition, thinking, emotion, and sensing. These four functions are collectively referred to as dominant intelligence. It also makes reference to a number of related hypotheses, such as Ned Herman's theory of brain hemispheres, which divides the brain into four quadrants: left-right limbic, left-right cerebral, and right-left (Simanullang, 2022, p. 2022). In addition, Paul Maclean's notion of the "triune level of the brain" (Poniman, 2012) divides the human brain into three different levels.

STIFIn's fingerprint analysis tool is used to examine dominant intelligence. Initiating the tool requires scanning 10 fingers. A computer will process fingerprints from that scanning in order to gather data on the make-up of human nerves. After that, it will show how it connects to the fingerprints of human mind. (2018) (Laily, Afridha). Our innate abilities and potentials, including our quirks and preferences, are probably reflected in our fingerprints. Additionally, it demonstrates that a person's conduct and personality type are related to their fingerprint patterns. If they are not correctly and promptly identified, they may continue to exist together for the rest of a person's life, which will be followed by a life marked by rage and frustration over poor performance in any line of work or unhappiness with one's line of work (M. Singh & Majumdar, 2015).

STIFIn stands for Sensing, Thinking, Intuiting, Feeling and Instinct. The majority of STIFIn research is focused on these individuals since they exhibit dominant genetic intelligence in humans (Poniman, 2012).The "steering wheel," which is both introvert and extrovert, is a well-known feature of the STIFIn Concept. Generally, the Introvert's is driven from inside to outside whereas the extrovert's is driven from outside to inside. Instinct intelligence exception, each intelligence has two steerings; Se (Sensing Extroverted) Si (Sensing Introverted), Te (Thinking Extroverted), Ti (Thinking Introverted), Ie (Intuiting Extroverted), Ii (Intuiting Introverted), Fe (Feeling Extroverted), Fi (Feeling Introverted) and Instinct. In conclusion, there are nine types of personality within four intelligence machines which are; *Se, Si, Te, Ti, Ie, Ii, Fe, Fi and In* (Hadiyat et al., 2020). Following the study of Farid Poniman further explains these five brain distinctions;

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### **Sensing**

People tend to be practical, concrete, and short-term; it relies on the range of their five senses. Sensing people have several advantages point instead to other personality (Poniman & Mangussara, 2012). They are vigorous, solid in endurance, efficient work, disciplined, details, and economical. When this personality wants to make a lot of money, they tend to rely on volume instead of margin (Hadiyat et al., 2020).

### **Thinking**

People are so firm with a social role in power, independence, decisiveness, serious habits, greatness in logic, great in analytical, observing the work process or task, identifying the flaws, making improvements, and monitoring the process and results. This type of person is likely stiff with the instructions, doing observation, and mastering the structure to apply on procedure. Besides that, they tend to be systematic in working and enjoying formality (Rahman Hz, 2022)

### **Intuiting**

People are more concerned in quality instead of quantity. They tend to be perfect, satisfy with new things, and innovative. Besides, they are also optimistic with the outlook, have many ideas, and can inspire the environment (Hadiyat et al., 2020). When intuiting people learn about something, they will make a pattern connecting the information. They are the type of person learning deeper. Creativity and imagination are the most important thing for them (Hz Benni, 2022).

### **Feeling**

People tend to be enticing in social and moody, as well as feelings of love refers to feeling's *dysplastic structure cells*. It evolves a better sense of empathy. They are able to motivate others and enlightened by the experiences of others (Rahman Hz, 2022). The addition of feeling is tolerant, persuasive, affectionate, communicative, good communicators, considerate, and able to control of other people's feelings at the same time sympathetic. Therefore, Feeling is well-known as *kingmaker* where they can be a mentor and motivator to people they are cared about. Because of this, they frequently help others realize their full potential. All they have up until the conclusion of their argument is this awakening. Finally, this form of example is able to awaken the team to accomplish their objectives. (Hz Benni, 2022) .

### **Instinct**

People are drawn to the social roles of peace and pleasure due to having identical DN. For those who learn instinctively, responding quickly and spontaneously to information is the optimal method of learning (Hz Benni, 2022). According to Poniman (2011), those with strong instincts have a keen sense of intuition and accurate foresight. They are easy to conceptualize and accommodating. They probably give their lives to help others. In addition, they like social interaction (Hadiyat et al., 2020). They can easily find a companion in any personality type. They do not prioritize position one unless it serves as a support system (Hz Benni, 2022).

## **METHOD**

Primer data and secondary data are the two categories into which the researcher has separated the data. This survey makes use of preliminary data that the researcher personally collected from respondents using a measurement tool or questionnaire that had already undergone validity and reliability testing. According to Baley, a minimum sample size of 30 participants is required for research projects involving statistical analysis, according to Mahmud (2011, pages 159). 35 participants in this survey who have already taken the test range in age from 21 to 50, and there are 18 female and 17 male respondents. This study was carried out in August 2023 using an online Google form.

The question must pass the validity test in order to guarantee measurement validity. Validity is defined as how well a measurement tool measures what is

measurable (Purwanto, 2016). According to Purwanto (2016), there are three categories—Content Validity, Criterion Validity, and Construct Validity—that can be used to gauge how effective the measurement tool will be. 1) Content Validity: The questions had already been reviewed by an expert, which was the criteria employed in this survey; The items in the instrument are distributed to respondents who have already taken the STIFIn test.

The validity standard is above  $\geq 0,3$ . If the question has raised above 0,3, it can be deemed valid. The value which below 0.3 is considered invalid which has to be fixed regarding to Sugiyono (2015) to find the coefficient value (Sugiyono, 2015). The researcher uses Pearson product moment form by using SPSS application in Mac as results;

$$r = \frac{n(\sum X_1 X_{1tot}) - (\sum X_1)(\sum X_{1tot})}{\sqrt{((n\sum X_i^2 - (\sum X_i)^2)(n\sum X_{tot}^2 - (\sum X_{tot})^2))}}$$

Notes :

- r = Correlation product moment
- $\sum X_i$  = Quantity score items
- $\sum X_{tot}$  = Quantity total score answer
- $\sum X_i^2$  = Quantity quadrat item score answer
- $\sum X_{tot}^2$  = Quantity quadrat total score answer
- $\sum X_i X_{tot}$  = Quantify multiply item score answer with total score

How consistent, dependable, and repeatable the score is characterized as reliability. Sujarweni (2014) explains in his books that a reliability test can be conducted with a questionnaire's entire set of items. If the Cronbach's Alpha score is greater than 0.60, then the reliability test is regarded to be reliable and consistent for the given questionnaire. Contrarily, if the Cronbach's Alpha value is less than 0.60, the questionnaire is seen as being untrustworthy and inconsistent.

$$r_5 = \frac{k}{(k-1)} - \frac{\sum \sigma_i^2}{\sigma^2 t}$$

Note :

- k = Quantity valid items
- $r_5$  = Reliability found
- $\sum \sigma_i^2$  = Quantity score variant each items  $\sigma^2$
- t = Variants total

## RESULTS AND DISCUSSION

### Result

Overall, the study's findings include four processes that were completed to produce a STIFIn correlation measuring tool for use in the corporate world:

1. Creating a Concept. In terms of developing a notion, we discovered numerous factors: Business-related STIFIn measurement tool to assist those who have already tested the substance. It would be beneficial to create or grow a business based on their personality strengths in order for them to manage their company effectively and efficiently and to increase commercial production.
2. Construct Formulation. With regard to several areas of specialization, STIFIn is based on six dimensions, including: Sensing, Thinking, Intuiting, Feeling and Instinct
3. Pilot test. It is carried out to ascertain the reliability and validity of the measurement tool that is being created. Validity is the degree to which an indicator that is set up to measure STIFIn correlation for commercial purposes is matched to STIFIn Respondent.

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In order to quantify STIFIn correlation for business, a measurement tool must be dependable, trustworthy, and consistent. Each of the item instruments below displays validity as a consequence of the analysis:

**Table 1. Validation Test of Sensing**

Variable	Pearson Correlation	Note
You prefer to run your own business by trial and error than someone else who takes care of it at the start	0.568	V
You are more interested in running a business in the form of physical products than non-physical.	0.476	V
You are more interested in running a business where execution is easy than one that is complex.	0.353	V
You tend to focus on sales volume over innovation and quality in the beginning.	0.710	V
You prefer hands-on execution rather than pre-thinking strategy and innovation.	0.799	V
You'd rather have concurrent evaluations during execution than have things ready perfectly before execution.	0.685	V

**Table 2. Validation Test of Thinking**

Variable	Pearson Correlation	Note
You will carefully consider the cause & effect before starting a business.	0.522	V
You focus more on making a good system so that its implementation takes place effectively.	0.800	V
You will consider many aspects when making decisions about your employees	0.677	V
You find it difficult to accept the opinions of your employees who are not based on data.	0.431	V
You tend to take an objective rather than a subjective sense when there is a conflict.	0.492	V

**Table 3. Validation Test of Intuiting**

Variable	Pearson Correlation	Note
You tend to create your own innovations rather than copying existing businesses.	0.447	V
You often focus on thinking about your business in the long term when starting out early.	0.831	V
You like to imagine the business you want in the future to motivate yourself.	0.827	V
You prefer to depend on a theory to open up wider insights/innovations than having to do trial and error.	0.476	V
You like to give analogies to explain things to employees.	0.767	V
You like a relaxed and dynamic atmosphere when you work.	0.448	V
You like to attend workshops/seminars to broaden your horizons in doing business.	0.669	V

**Table 4. Validation Test of Feeling**

Variable	Pearson Correlation	Note
You tend to involve your feelings in making a decision in business	0.795	V
You really consider an inner fit in recruiting a team	0.756	V
You prefer to solve a business problem by discussing it rather than deciding unilaterally.	0.541	V
You are very concerned about the comfort of employees in running a business.	0.649	V
You really hold the principle of honesty and openness in doing business.	0.390	V
You have a strong desire to help other businessmen when you are successful in business.	0.673	V
You prefer a business engaged in consulting/services rather than retail	0.542	V



**Table 5. Validation Test of Insting**

Variable	Pearson Correlation	Note
You can enter into various types of business, without any specific specifications.	0.580	V
You do not like it if not included when there is a meeting/discussion.	0.528	V
You prefer to have multiple roles in running a business to help your team and partners.	0.465	V
You are the type of person who is easy to socialize and adapt to work.	0.446	V
You place a high value on convenience in doing business to avoid conflict.	0.806	V
You aim to make it easier for many people to do business	0.636	V
You prefer to run a business to help fundraise, volunteer, etc.	0.390	V

Based on 32 Questions are valid, the analytical data acquires reliability as result:

**Table 6. Reliability Test**

Variable	Cronbach's Alpha
Sensing	0.637
Thinking	0.724
Intuiting	0.749
Feeling	0.743
Instinct	0.605

This indicates that the measurement tool is reliable and appropriate for used to gauge STIFIn's envisioned dimensions. Therefore, this outcome can be used as a substitute to assess people's personalities, particularly the occasionally correlated business personality.

- The utilization of measurement tool. As a consequence of the measuring tool's pilot test with 35 respondents, we have 32 questions that can be used to measure the STIFIn correlation for business. The response is rated from strongly agree to strongly disagree on a scale of 1 to 5 for questions with favorable outcomes, and 5 to 1 for those with unfavorable outcomes.

### Discussion

The ultimate result of this research aims to make it easier for those who have already undergone STIFIn testing to realize their full potential in their business or job. This instrument can be applied by more fully integrating into their personality genetics. The data above demonstrates that each personality's traits in relation to the business setting reflect their primary strengths in carrying out the business in a way that is efficient and effective to do it first..

In dimension table of **Sensing**, it elucidates the highest score of validity 0.799 points which the question is “*You prefer hands-on execution rather than pre-thinking strategy and innovation.*” Regarding to Mangussara (2021) sensing tends to be practical and relies on the five senses (Poniman & Mangussara, 2012). So, being in charge directly to their business is an effective one to be the main concern of them rather than thinking over. Therefore, Sensing people can do evaluating while executing the process of business at the same time.

On the other side of the **Thinking** table, it reveals 0.800 points which becomes the highest score in validity result. The question is “*You focus more on making a good system so that its implementation takes place effectively.*” Thinking people have a good analysis to identifying the flaws and tending to systematic as a result, thinking will be really good to make a system in business (Rahman Hz, 2022). When Thinking people are put in the position to make a system the business in which they are in charge, it will probably run effectively.

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**Intuiting** question is “*You often focus on thinking about your business in the long term when starting out early.*” This question marks a peak score of 0.831 points as an optimistic individual with an outlook, intuiting will be more focused on long-term vision in order to have a helicopter view of their business then it will make them enthusiastic with the process. As follows, **Feeling** people tend to involve their sense of feeling in making decisions such as making a vision in business which usually to help people in their surroundings including people who are closest to them. It is supported by the highest validity question of feeling which hit 0.795 points “*You tend to involve your feelings in making a decision in business*”

The last following is **Instinct** because of having equal DNA, instinct people are likely to be stable in social roles and achieve happiness as a main concern. They tend to avoid conflict. It reflects the question of instinct which is “*You place a high value on convenience in doing business to avoid conflict.*” 0.580 points of validity as the highest.

## CONCLUSION

The results of this study show that each of the questions from every dimension looked at can be used as a measurement tool for STIFIn in the corporate world and in additional research projects. This claim is supported by the findings, which show that, of the 32 questions examined, every one is valid (with a validity range from 0.353 to 0.831) and exhibit high reliability, with coefficients of approximately  $r = 0.637$  for Sensing,  $r = 0.724$  for Thinking,  $r = 0.749$  for Intuiting,  $r = 0.743$  for Feeling, and  $r = 0.605$  for Instinct. These outcomes can be utilized to gauge STIFIn correlations in the context of business, encompassing five primary dimensions: Sensing, Thinking, Intuiting, Feeling, and Instinct.

The findings of this study also significantly advance our understanding of how people might best utilize their personality traits, particularly in a professional setting, to maximize their productivity and potential.

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