

SOFTWARE ENGINEER VERSUS MARKETING/CS

COMPARING PERSONALITY TRAITS BASED ON PRIADI
PSYCHOLOGICAL FINGERPRINTS ANALYSIS



160 sample :

- **Software Engineers** from Telkom Big Data Talent
- **Marketing/Customer Services** at a Private Bank



Every fingerprint from the sample scanned & analyzed by PRIADI psychological fingerprints analysis system.



The results of the analysis below show a significant comparison of personality traits between the two groups.

PERFECTIONISM

Tend to be organized, procedural, sequential & detail

The average of **software engineer** sample or more than 80% of them tend to be well organized, methodological, need clear procedures & detail than **Marketing/CS** sample. Only about 55% of **Marketing/CS** sample prove the same thing.



INVESTIGATIVE

Tend to be analytic, logic, & factual

The average of **Software Engineer** sample or more than 85% tends to need more facts, data, and analytical skills at work than **Marketing/CS** sample. On the other side, about 66% of **Marketing/CS** sample prove the same thing.

GOAL ACHIEVER

Tend to be ambitious, focus on tasks & hard-worker

Still related to perfectionism, the average of **Software engineer** sample or more than 60% of them predicted more ambitious on career than **Marketing/CS** sample. It relates to their tendencies that focus on a task and hard-working to achieve their goals than spending their time having fun and build up social relationships.





EASE IN DECISION MAKING

Tend to make a decision or judgment based on the intuition or feeling

The average of **Marketing/CS** sample or more than 80% of them indicates a tendency to make decisions faster than **Software engineer** sample. It is due to their tendency to make a decision based on their intuition. While most of **Software engineer** sample relies on their analytic and planning in decision making.



COMMUNICATIVE

Often using subtle words and persuasive to influence others

Related to sociable traits, the average of **Marketing/CS** sample or more than 83% of them tend to be communicative than **Software engineer** Sample. This really helps them in influencing others (persuasiveness) and negotiating skills.



LOYALTY

Tend to be loyal to authority & need a clear hierarchy structure at work

The Average of **Software engineer** sample or 68% of them predicted tends to be loyal to authorities and needs a clear hierarchy structure at work than **Marketing/CS** sample, only about 34%. It indicates most of **Marketing/CS** sample tend to demand a high degree of freedom at work and demonstrative in expressing their disapproval to authorities.



SOCIABLE

Tend to be confident, enjoy meeting people around, and being cooperative

The average of **Marketing/CS** sample or more than 60%, they tend to be sociable, warm-hearted and compromises at work. On the other side, most of **Software engineer** sample or 73% indicate tend to be selective, need solitude, and focus at work.



POSITIVITY

Tend to spread positive enthusiasm and enjoying their moments

The average of **Marketing/CS** indicates tend to spread positive enthusiasm to people around and easy-going than **Software engineer** sample. On the other side, most of **Software engineer** sample tends to be more ambitious, task-oriented and hardworking to achieve their goals.