

THE EFFECT OF EMOTIONAL INTELLIGENCE ON ASSERTIVE BEHAVIOR OF THE MILLENNIAL GENERATION IN THE DIGITAL ERA

Alvia Rizqillah¹, Bella Febria Nawa Dwinanda² & Fajria Nurkusuma³
viaazvisa@gmail.com¹, bellafebriabella@gmail.com², fajrianurkusuma@gmail.com³
Program Study Masters Psychology Professional (PSMPP)
University Persada Indonesia YAI Jakarta, INDONESIA

ABSTRACT

The millennial generation is known to have a broad view and realistic attitude in dealing with a problem and quite appreciate a difference. One of the attitudes needed is assertive behavior. Assertive behavior must be possessed by every individual which can help the individual communicate with the surrounding environment. This study aims to determine assertive behavior in the millennial generation which is influenced by emotional intelligence, which is currently supported by technology that is developing quite rapidly so that the speed of obtaining information obtained is very fast, and this can be seen how the response, especially the millennial generation at this time, is. . Participants in this study amounted to 300 people with a range of birth years 1990-2000. This research uses quantitative data collection method with quota sampling technique. The hypothesis test in this study used the Pearson product moment correlation technique with the statistical measuring instrument SPSS version 21.0 and the correlation coefficient was 0.000 ($p < 0.05$). So the hypothesis test in this study is accepted, where the results show that there is a very significant positive influence between emotional intelligence on assertive behavior in the millennial generation, where the higher the emotional intelligence the higher the assertive behavior.

Keywords: Emotional Intelligence, Assertive Behavior, Millennial Generation.