

SELF-CONCEPT AND ATTITUDES OF WORKING WOMEN ON WORK ACHIEVEMENT

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ABSTRACT

The current work phenomenon is not only dominated by men. The motivations underlying women's work are increasingly diverse, from filling free time to realizing their own potential. For Indonesian women who are involved in work activities, work performance is part of the achievement of work activities. The aim of this research is to see the relationship between self-concept and attitudes towards work performance in working women. The population in this study were female employees of PT. Afco Business Center. Samples taken for research used Morgan tables using random sampling techniques. The data collection instrument used a Likert scale model, namely a self-concept scale and an attitude scale towards work performance. After analyzing the data using the Pearson Product Moment correlation, $r_{xy}=0.491$ with $p<0.05$ was obtained. It can be concluded that there is a significant positive relationship between self-concept and attitudes towards work performance in working women. The better an employee's self-concept, the more positive their attitude will be towards work performance and vice versa.

Keywords: Self Concept, Attitude, Work, Work Performance.