

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.

INTRODUCTION

For women who work at PT. Afco Business Centers are required to provide work performance, because good work performance can provide opportunities to achieve a better career. Work performance for women has heavier burdens and obstacles than men. In the past, the reason why women worked was solely to fulfill economic needs, now the motivation underlying women's work is increasingly diverse, from filling free time to the desire to realize their own potential. Apart from that, psychologically working is felt to provide other benefits, namely to gain self-identity and self-esteem to reach a certain social level in society, respect and admiration (Femina, 16 April 1997:48). Work can also be a means for women to be creative, productive, constructive, channel their potential and pursue their dreams, expand their possibilities for social contact, feel happy despite boredom and free themselves from stressful and routine situations (Panji Anoraga, 2001:119).

The involvement of women in the field of work is not just a result of biological factors or technological advances. According to Save M. Dagon (1990:181), it is by nature that humans take the initiative to work. Rowatt and Rowatt (1990:27) say that working women are women who work more outside the home to earn wages. Meanwhile, Hurlock (1990:287) working women are women who work to the limit of their ability to improve their skills and sacrifice themselves in time and effort in the hope of achieving success.

Work performance provides essential meaning for individuals and companies, namely as a way for individuals to fulfil career needs, wages, awards, co-workers, interaction, job satisfaction and is the achievement of company targets through employee work performance which means achieving targets for client service and products. produced (Gibson, 1993:48). Individuals who

see work performance as an assessment system that will help them improve their careers and achieve essential meaning will view or have a positive attitude towards work performance. Allport (in Saifuddin Azwar, 1997:5) explains attitude as a readiness to react to an object in certain ways, where this readiness is a potential tendency to react in a certain way when faced with a stimulus that requires a response.

Self-concept is said to be the way a person sees themselves, composed of all perceptions about themselves as subjects and objects along with related feelings, values and beliefs. Robert Burns (1993:60), suggests that self-concept is the total sum of a person's views on himself and consists of beliefs, evaluations and behavioral tendencies. Meanwhile, Jersild (in Burns, 1993:62) says that self-concept is a combination of thoughts, feelings, efforts and hopes, feelings of fear and fantasy, views about oneself in the past, present and future that concerns oneself.

Based on the explanation above, self-concept is the total sum of a person's views on himself and consists of beliefs, evaluations and behavioral tendencies.

PROBLEM FORMULATION AND MAIN TOPICS

1. Problem Formulation

From the problems stated above, the author wants to know whether there is a relationship between self-concept and attitudes towards work performance in women working at PT. Afco Business Center.

2. Main Topics

- a. Attitudes towards Job Performance.
- b. Self concept.
- c. Woman working.

RESEARCH PURPOSES

The aim of this research is to determine the relationship between self-concept and attitudes towards work performance in working women.

BENEFITS OF RESEARCH

This research has theoretical benefits as a scientific contribution to industrial psychology and the world of work and is useful for existing and future research. Practically, as input material for organizations or companies in analyzing work-related matters related to attitudes towards work performance.

ATTITUDE TOWARDS JOB ACHIEVEMENT

Every individual who is in a social environment is involved in a social interaction, so indirectly there will be a mental mechanism that evaluates, forms views, colors feelings and will also determine the direction of behavioral tendencies that we encounter in the environment. In an effort to understand individual behavior in any organization or company, various forms of attitudes are always found, both attitudes towards work, co-workers and the company itself.

Allport (in Saifuddin Azwar 1997:5) explains attitude as a readiness to react to an object in certain ways, where this readiness is a potential tendency to react in a certain way when faced with a stimulus that requires a response.

Sikula (M.S.P. Hasibuan 2000:86) states that work performance is a systematic evaluation of the work that has been done by employees and shown for development. So with this job, each

individual can have a different attitude to support a positive attitude and not support or have a negative attitude towards work performance. Work performance is defined as the work results achieved by a person in carrying out the tasks assigned to him which are based on skill, experience, seriousness and time.

Based on the description above, it can be concluded that attitude towards work performance is a potential tendency for working individuals to react in certain ways to work performance determined by the company as an assessment of employee work results, namely carrying out the tasks assigned to them based on skills and experience. , as well as seriousness and time in work.

Attitude Factors Towards Job Performance

The factors that will be used as a basis for creating a measuring tool for attitude factors towards work performance are: measurement of work, motivation and supervision from superiors. There are three factors of attitude towards work performance according to Moh. As'ad (2001:27), namely:

- a. Knowledge of work.
- b. Motivation, drive and strong effort to work hard.
- c. Supervision from superiors.

Results Contained in Work Performance

Work performance or job performance includes a number of results that are valuable for organizations and individuals (Gibson, 1993:47-50), including:

- a. Objective Results
The quantity and quality of output, habits of absenteeism, inertia and employee turnover are objective results that can be measured in terms of quantity and there is a standard for each of these objective results.
- b. Personal behavioral outcomes
The job holder reacts to the job itself by showing up regularly or being absent, staying on the job or quitting. Furthermore, physiological and health-related problems can be a consequence of job performance.
- c. Intrinsic and extrinsic results
Job outcomes can be intrinsic or extrinsic. In general, intrinsic results are events that arise from the employee's own efforts, and do not require the involvement of other people. Includes, among other things, feelings of responsibility, challenge and recognition. In contrast, extrinsic results are events that follow the employee's own efforts in connection with other factors that are not directly involved in the work itself. Salary, coworkers, working conditions are potential outcomes of the job, but are not a fundamental part of the job itself.

Benefits of Job Performance Appraisal

Work performance assessments show that employees can fulfill the work results outlined by the company, and we can find out the level of progress of each individual in the organization, which will make it easier for us to make improvements in the future. According to Derven (in Ashar Sunyoto Munandar, 2001:290-291) the benefits of assessing work performance are divided into three, namely:

- a. Benefits for the organization.
- b. Benefits for managers or superiors who carry out the assessment.
- c. Benefits for workers.

So attitude towards work performance is an assessment or work evaluation activity carried out by the company on work that has been carried out in a systematic or planned manner in accordance with procedures established by each company, and the results of the assessment are used for further development.

SELF CONCEPT

Below we will discuss the meaning of self-concept, the formation of self-concept, the factors of self-concept.

Understanding Self Concept

In personality psychology, the term self is one of the topics that is in the main focus. There are many relationships between self and self-concept, because self is formed from a person's self-concept. Burns (1993:32), suggests that self-concept is the total sum of a person's views on himself and consists of beliefs, evaluations and behavioral tendencies.

Self-concept is defined as a system formed from the results of learning to organize and interpret data presented by sensory perception (Diana et al, 1994).

Apart from that, Felker (in Hartanti and Judith, 1997:147) states that self-concept is a set of perceptions, ideas and attitudes that a person has about himself and is unique. Meanwhile, Jersild (in Burns, 1993:34) says that self-concept is a combination of thoughts, feelings, efforts and hopes, feelings of fear and fantasy, views about oneself in the past, present and future as well as attitudes regarding self-esteem.

Formation of Self Concept

According to experts, the process of forming a self-concept varies. This is understandable because the views and emphasis of each expert are different. The following briefly describes the process of forming self-concept based on experts.

a. Viewed from the perspective of individual needs

Rogers (in Burns 1993:48) suggests that the formation of an individual's self-concept is based on needs. Individual needs basically include five basic needs that can influence their behavior. The five basic needs are known as the hierarchy of needs which starts from the most basic needs to the highest. Maslow (Burns, 1993:35) stated that these needs are:

- 1) Psychological needs,
- 2) Security needs, namely the need for security and protection. Free from feelings of fear and pressure,
- 3) The need to be loved,
- 4) The need to socialize,
- 5) Self-actualization needs.

In an effort to fulfill these five types of basic needs, each individual shows a unique form of behavior. This behavior will be shown repeatedly which ultimately becomes his special characteristics which are called traits which are then organized into a certain pattern that is unique or distinctive and consists of characteristics that characterize his habits.

b. Viewed from an environmental perspective

Hurlock (1979:347) suggests that an individual's self-concept is not only influenced by the wider environment. The self-concept that has been formed in the family environment will underlie the individual's self-concept in a wider environment, including the work environment.

From the description above, it can be concluded that self-concept is the total sum of a person's views on himself and consists of beliefs, evaluations and behavioral tendencies.

Self Concept Factors

Brooks and Emmert (in Jalaluddin Rakhmat, 2000:105) identified signs of individuals who have high and low self-concept. The factors for individuals who have high self-concept are:

- a. Confident in your own ability to solve problems.
- b. Feel equal to others.
- c. Able to accept compliments without embarrassment or pretense.
- d. Realizing that each person has various feelings, desires and behaviors that are not all approved by society.
- e. Able to improve myself.

Meanwhile, the signs of individuals who have low self-concept are:

- a. Sensitive to criticism.
- b. Very responsive to praise.
- c. Be hypercritical.
- d. Tends to dislike other people.
- e. Be pessimistic about competition.

WORKING WOMAN

One of these phenomena is the increasing number of women working and the increasing number of women who have succeeded in entering types of work that until now were rare and some had never even been entered by women at all. Rowatt and Rowatt (1990: 27) say that working women are women who work more outside the home to earn wages. Meanwhile, according to Hurlock (1990: 287), working women are women who work to the limit of their ability to improve their skills and sacrifice themselves in time and effort in the hope of achieving success. A career woman is a woman who obtains or experiences development and advancement in work, position and so on.

There are two motivations underlying women's work, according to Dadang Hawari (1991:112), namely:

- a. Looking for additional income to help ease the family's burden.
- b. Pursue and develop a career.

Based on the explanation above, women as workers have potential and this has been proven in the world of work which is no less than men and work can be interpreted as an activity that someone does to earn income, but for women working is not the main thing in life but to increase income. husband.

FRAMEWORK OF THINKING

A person's success at work can be known through the work achievements achieved by working women. However, not all working women can achieve work performance as expected. Research conducted by Brookover (Burns, 1993:361) shows that there is a positive correlation between self-concept and attitudes and behavioral tendencies. This means that if your self-concept is high then your attitude towards your work performance will be higher and if your self-concept is low then your attitude towards your work performance will be lower.

In this way, working women who have a good self-concept can support and support the achievement of attitudes towards work performance.

HYPOTHESIS

Ha : There is a relationship between self-concept and attitudes towards work performance in women working at PT. Afco Business Center.

Ho : There is no relationship between self-concept and attitudes towards work performance in women working at PT. Afco Business Center.

RESEARCH METHODS

This chapter will discuss research methodology which includes identification of research variables, operational definitions of research variables, population and sampling methods.

Identification of Research Variables

In this section, we will explain the independent variables and dependent variables, namely:
Independent Variable (IV) : Self Concept
Dependent Variable (DV) : Attitude towards Job Performance

Operational Definition of Research Variables

The operational definition of the variables in this research is:

1. Self-Concept

Self-concept is the total sum of a person's views on himself and consists of beliefs, evaluations and behavioral tendencies. The scores given for favorable are strongly agree (5), agree (4), undecided (3), disagree (2), strongly disagree (1) while for unfavorable the opposite is true.

2. Attitudes towards Job Performance

It is a potential tendency for working individuals to react in certain ways to work performance determined by the company as an assessment of employee work results, namely in carrying out the tasks given to them based on skills, experience, as well as seriousness and time in work. The attitude scale towards work performance consists of the factors knowledge of work, motivation and supervision from superiors. The scores given for favorable are strongly agree (5), agree (4), undecided (3), disagree (2), strongly disagree (1) while for unfavorable the opposite is true.

Population and Sampling Methods

The population in this study were female employees of PT. Afco Business Center which has the characteristic of having been working for three months, with a total of 125 employees. Based on the Morgan table, the minimum sample that must be used from a population of 125 employees is 97 employees. For the sampling technique in this research, random sampling technique was used by lottery method.

Method of Collecting Data

In this research, data was collected using the scale method in the form of statements. The scale form used is a Likert scale. The Likert scale consists of five alternative answers below (Sutrisno Hadi, 1997:223).

The scale method is determined in the form of answers to attitude statements in four answers, namely: very suitable, not sure, suitable, not suitable, very not suitable. The method for assigning grades is used in groups of statements that support (favorable) and groups of statements that do not support (unfavorable). The weighting given to this measuring instrument is by determining the moving weights from 1-5, while the scale used in the research is as follows:

1. Self-Concept Scale

The self-concept scale was created based on the operational definition of research variables which is based on the theoretical formulation presented in chapter II. The self-concept scale was prepared based on Burns' discussion which consists of two factors. The description of these factors is: (a) views, (b) feelings (c) attitudes, (d) beliefs. The self-concept scale

consists of 32 items which are divided into 16 items for favorable statements and 16 items for unfavorable statements.

2. Attitude scale towards work performance

The attitude scale towards work performance was created based on the operational definition of research variables which is based on the theoretical formulation described in chapter II. The attitude scale towards work performance was prepared based on discussions from Moh. As'ad which consists of three factors. The description of these factors is: (a) Knowledge of the job, (b) Motivation, (c) Supervision from superiors. The attitude scale towards work performance consists of 54 items which are divided into 27 items for favorable statements and 27 items for unfavorable statements.

Instrument Analysis Method

Every measuring instrument used in research needs to be tested on the qualities of the items. The items in a measuring instrument must be subjected to item analysis, correlation between factors and reliability to find out whether the consistency of the items used is reliable.

1. Validity

a. Item validity

The purpose of item analysis is to select items whose measuring function is in accordance with the test's measuring function as desired. Only items that have high validity can be used in the test. The definition of item validity is the extent to which a measuring instrument is consistent and accurate in carrying out its measuring function (Saifuddin Azwar, 1997:5). Item analysis is carried out by correlating each item with a total score. Test the validity of these items at a significance level of 5%. After obtaining these items, they were collected and a correlation test between factors was carried out.

The formula used to test the analysis of items on the self-concept scale and the attitude scale towards work performance is the Pearson product moment correlation coefficient with the help of the SPSS (Statistical Program for Social Science) version 10.01 for Windows.

b. Correlation between factors

The research carried out consists of several factors. It is necessary to know the correlation between factors of valid items. The goal is to see the relationship between one factor and other factors. Inter-factor analysis testing is carried out by correlating the score for each factor with the total score for each scale. The formula used for the correlation between factors of the self-concept scale and the attitude scale towards collaborative performance is by means of item analysis, namely by using the Pearson product moment correlation coefficient with the help of the SPSS version 10.01 for Windows program.

2. Reliability

In this research, the reliability used is based on an internal consistency approach, namely the form of the test which is applied only once and the reliability estimation is carried out by looking at the consistency between items in the test itself, thus this reliability has high practical and efficient value.

In this study, to test the reliability of the self-concept scale and the attitude scale towards work performance, we used the Alpha Cronbach formula technique with the help of the SPSS version 10.01 for Windows program. This formula can be used on tests where the items are given dichotomous or non-dichotomous scores (Saifuddin Azwar, 1997:75).

Data Analysis Method

Data analysis was carried out to test the proposed hypothesis. The analysis technique used to test the relationship between self-concept and attitudes towards work performance is by using

the Pearson product moment correlation coefficient formulation. With the help of the SPSS version 10.01 for Windows program.

RESEARCH RESULT

Before being applied to actual research subjects, the measuring instrument that will be used is first tested.

The measuring instruments tested include a scale of self-concept and attitudes towards work performance. The trial was carried out on August 12 2004 with 28 test subjects.

All computerized item analysis, correlation between factors and reliability of measuring instruments, using the SPSS (Statistical Program for Social Science) version 10.01 for Windows.

1. Analysis of the Validity of Research Instruments

a. Analysis of Research Measuring Tool Items

To search for item analysis, Pearson product moment correlation is used.

1) Item analysis of the self-concept scale consists of 48 items. After the items were analyzed, validity results (r_{xy}) were obtained ranging from 0.406 - 0.776 with $p \leq 0.032$ ($p \leq 0.05$). There were 21 items declared invalid.

2) Item analysis of the attitude scale towards work performance consists of 54 items. After the items were analyzed, validity results (r_{xy}) were obtained ranging from 0.376 - 0.672 with $p \leq 0.049$ ($p \leq 0.05$). There were 23 items declared invalid.

b. Correlation Between Factors of Research Measuring Instruments

After viewing the item analysis, correlation between factors is then carried out using the same process as the item analysis process, namely using Pearson Product Moment. Only items that are declared valid from each factor are analyzed, while items that are not used are not used.

1) Correlation between self-confidence scale factors

The self-concept scale based on Burns' description used in this research has factors, namely: views, feelings, attitudes, beliefs. The four existing factors have been represented by 27 valid items.

2) Correlation between attitude scale factors towards work performance

The attitude scale towards work performance is based on Moh's description. The As'ad used in this research has 3 factors, namely: knowledge of work, motivation and supervision from superiors. The three existing factors have been represented by 31 valid items.

2. Reliability of Research Measuring Instruments

Testing the reliability of the self-concept scale and attitudes towards work performance was carried out using the Cronbach's Alpha technique, resulting in:

a. Reliability of self-concept scales

From 27 valid items, a reliability of 0.9278 was obtained, thus, this self-concept scale measuring instrument has met reliability standards and if it follows the reliability rules of Guilford and Fruther.

b. Reliability of the attitude scale towards work performance

From 31 valid items, a reliability of 0.7289 was obtained, thus, this attitude scale measuring tool towards work performance has met reliability standards and if it follows the reliability rules of Guilford and Fruther.

Data Analysis Results

This research data analysis aims to determine whether or not there is a relationship between self-concept and attitudes towards work performance among women working at PT employees.

Afco Business Center. Based on the results of the Pearson Product Moment correlation analysis with the SPSS 10.01 for Windows program, the r result was 0.491 with $p < 0.05$, meaning H_0 was rejected. Thus, H_a , which reads "There is a relationship between self-concept and attitudes towards work performance in women working at PT employees. Afco Business Center", accepted.

DISCUSSION

The research results show a correlation of 0.491 with $p < 0.05$. Based on the correlation values obtained, it proves that there are significant positive items between self-concept and attitudes towards work performance in women working at PT. Afco Jakarta Business Center. A positive relationship here means that if the self-concept of working women is high, the better the attitude towards work performance among working women.

From the results of statistical tests in this research, a conclusion can be drawn that having a good self-concept can encourage employees to improve their attitudes towards their work performance. One of the links between self-concept and attitudes towards work performance in this research is the employee attitude factor. In any company or organization, various forms of attitudes are found, both attitudes towards fellow workers and towards the company itself. Attitude is also one of the things that can support, increase or decrease work performance because a positive view of work performance is an appreciation for their career, so that it can improve and trigger employees to work optimally, so that ultimately the employee is said to have achieved a good work performance. This research supports the self-concept theory put forward by Burns (1993:32), that self-concept is the total sum of a person's view of himself which consists of beliefs, evaluations and behavioral tendencies.

Based on the descriptions above, it can be stated that the research results obtained can strengthen existing statements or theories, namely regarding the existence of a link between self-concept and attitudes towards work performance in working women.

CONCLUSION

In this research it can be concluded that there is a significant and positive relationship between self-concept and attitudes towards work performance among women working at PT employees. Afco Business Center.

SUGGESTION

Based on the research results and discussion above, the researchers put forward several suggestions as follows:

1. Practically
 - a. For employees to be able to create good working conditions and atmosphere.
 - b. The company is expected to motivate employees more.
2. Theoretically
Future researchers are expected to try to conduct further research using samples from companies.

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