

ABSTRACT

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The Relationships Quality of Work Life and Work Motivation (Study on Sales Promotion Girls in X Company); Dr. P. Tommy Y. S. Suyasa, M.Si., Psi. Undergraduate Program in Psychology, Tarumanagara University (i-xi; 56 Pages, R1-R2, Appdx 1-36)

This study aims to find out the description of the quality of work life (QWL), description of the type of work motivation, and which quality of work life dimensions are the most effective predictors of each work motivation on sales promotion girls in X Company. This study is a quantitative research with correlational research methods. Participants in this study were sales promotion girls who works in X Company, with the number of participants as many as 95 people. The age of the participants in this study ranged from 19 to 35 years old. This research was conducted by distributing questionnaires to sales promotion girls who works on the outlet of X Company in Jakarta, Bandung and Cirebon. The results showed that, the dimensions of QWL (coworker, safe/healthy working conditions and work culture) has a positive and significant relationship with external motivation. The dimensions of QWL (safe/healthy working conditions, and supervisory) has a positive and significant relationship with introjected motivation. The dimensions of QWL (job characteristic, and supervisory) has a positive and significant correlation with intrinsic motivation. However, there are no dimensions of QWL which has a positive and significant relationship with identified motivation.

Keywords : work motivation, quality of work life