

PSYCHOLOGY CONTRACT AND ACHIEVEMENT MOTIVATION
OF MOTOR X DEALER SALESMEN

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Abstract

The objective of this research is to find out the influence of psychological contract to achievement motivation salesmen working at motor X dealer, and to develop an intervention program related to the condition. Achievement orientation refers to the extent which an individual desires to excel and succeed at difficult tasks, and do them better than others. Psychological contract as the relationship to evolve between the employees and the employer. This research involve 49 samples of salesmen at staff level. The methods of this research are one group pre-post test design and population research. The result shows that psychological contract influence salesmen's achievement motivation. All dimension in psychological contract i.e. relational psychology contract and transactional psychology contract influenced achievement motivation of the salesmen.

Key words: achievement motivation, psychological contract