

ABSTRACT

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Self-efficacy of MLM Leaders (study of Multilevel marketing Tianshi's distributor). (Denrich Suryadi, M.Psi., & Sandi Kartasasmita, M.Psi.). Undergraduate Program of Psychology. Tarumanagara University.

Self-efficacy is a self esteem or a confidence of someone to arrange every act, believe and thought to do some work to reach a destination. An individual who has a good self-efficacy believe that he will be able to finish problem and create a good impact for himself or his surroundings. The purpose of this research is to understand a picture of self-efficacy to people who has been successful in doing MLM until it reaches certain high position. The data collected is done by deep interview process with some MLM leaders in Tianshi from April 8th 2010 until May 22nd 2010. The outcome from the four different subjects of interview shows that the four subjects has different backgrounds and the four subjects try to increase their self esteem and confidence to reach their dreams, which means that four subjects shows an act to improve self-efficacy, so that the four subjects has a high self-efficacy.

Keywords: self-efficacy, multilevel marketing