

ABSTRACT

NADIA LESTARI

Relationship between personality and success on distributor *MLM* in Oriflame. (Putu Tommy Y.S. Suyasa, M.Si., Psi); Undergraduated programme, Psychology, Tarumanagara University, 79 pages, P1—P5.

This study, therefore is aimed generally to look for the relationships between personality and success. Especially, this study also aims to look for which one of five dimension will have a relationship to success. This study is carried out in Oriflame with 86 samples. Aided by the statistical multiple regression, the finding reveals that there is a relationship between personality and success $F(4, 80) = 14,407, p < 0,05$. Specifically, there is a significant relationship between personality and success on Oriflame distributor at sub dimension *activity*, $\beta (86) = 0,463, p < 0,05$. There is a significant relationship between personality and success on Oriflame distributor at sub dimension *depression*, $\beta (86) = -0,304, p < 0,05$. There is a significant relationship between personality and success on Oriflame distributor at sub dimension *ideas*, $\beta (86) = -0,223, p < 0,05$. There is a significant relationship between personality and success on Oriflame distributor at sub dimension *tender-mindedness*, $\beta (86) = -0,214, p < 0,05$.

Keywords: Personality, Success, Distributor *MLM* in Oriflame.