HUBUNGAN ANTARA *WORK VALUE* DENGAN *WORKPLACE WELL-BEING* PADA PRAMUNIAGA DI PT.X

THE RELATIONSHIP BETWEEN WORK VALUE AND WORKPLACE WELL-BEING SALESPERSON IN PT.X

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Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan antara *work value* dengan *workplace well-being* pada pramuniaga. Hipotesis yang diajukan pada penelitian ini adalah adanya hubungan positif antara *work value* dengan *workplace well-being* pada pramuniaga. Subjek dalam penelitian ini adalah 60 orang pramuniaga di toko x dan sudah bekerja minimal 1 tahun. Cara pengambilan subjek dengan menggunakan metode purposive sampling. Pengumpulan data dilakukan dengan menggunakan skala *work value* dan skala *workplace well-being*. Metode analisis data yang digunakan adalah korelasi product moment dari Karl Pearson. Berdasarkan hasil penelitian hubungan antara *work value* dengan *workplace well-being*, diperoleh koefisien korelasi (rxy) = 0,409 dengan p= 0,001 (p<0,010) yang berarti ada hubungan positif antara *work value* dengan *workplace well-being*. Nilai koefisien determinasi R squared (R²) sebesar = 0,167 yang menunjukkan bahwa variabel *work value* memiliki kontribusi sebesar 16,7% terhadap variabel *workplace well-being* pada pramuniaga dan sisanya 83,3% dipengaruhi oleh faktor-faktor lain.

Kata Kunci: Pramuniaga, *work value*, *workplace well-being*

Abstract

This research aims to determine the relationship between work values and workplace well-being in salespeople. The hypothesis proposed in this study is that there is a positive relationship between work values and workplace well-being in salespeople. The subjects in this study were 60 salespeople at shop x and had worked for at least 1 year. How to take the subject using the purposive sampling method. Retrieval of thus research data using work value scale and workplace well-being scale. The data analysis method used is product moment correlation from Karl Pearson. Based on the results of the research on the relationship between work value and workplace well-being, a correlation coefficient (rxy) = 0,409 with p = 0,001 (p<0,010) means that there is a positive relationship between work value and workplace well-being. The coefficient of determination R squared (R²) = 0,167 indicates that the work value variable has a contribution of 16,7% to the variable of workplace well-being in salesperson and the remaining 83,3% is influenced by other factors.

Keywords: *salesperson, work values, workplace well-being*