

HUBUNGAN ANTARA *SELF ESTEEM* DENGAN *WORKPLACE BULLYING* PADA KARYAWAN *SALES PROMOTION HANDPHONE* DI YOGYAKARTA

Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan antara *self esteem* dengan *workplace bullying* pada karyawan *sales promotion handphome* di Yogyakarta. Hipotesis yang diajukan pada penelitian ini adalah ada hubungan negatif antara *self esteem* dengan *workplace bullying* pada karyawan *sales promotion handphome*. Subjek penelitian ini adalah karyawan *sales promotion* dengan usia pernikahan. Pengumpulan data dilakukan dengan menggunakan Skala *Workplace bullying* dan Skala *Self esteem*. Metode analisis data yang digunakan adalah analisis *Pearson Correlation*. Berdasarkan hasil penelitian, diperoleh koefisien korelasi $r_{xy} = -0,303$ dengan taraf signifikansi sebesar $p = 0,004$ ($p < 0,01$) yang berarti ada hubungan negatif antara *self esteem* dengan *workplace bullying*. Nilai koefisien determinasi (*R Squared*) sebesar 0,092 menunjukkan bahwa variable *self esteem* memiliki kontribusi sebesar 9,2% terhadap variabel *workplace bullying* pada karyawan *sales promotion handphome* dan sisanya 90,8% dipengaruhi oleh faktor lain, yaitu kepemimpinan, budaya organisasi, kompetensi sosial.

Kata kunci : *Self esteem, workplace bullying, sales promotion handphome*

Abstract

This study aims to determine the relationship between self-esteem and workplace bullying on handphone sales promotion employees in Yogyakarta. The hypothesis proposed in this study is that there is a negative relationship between self-esteem and workplace bullying on handphone sales promotion employees. The subjects of this study are handphone sales promotion employees. Data collection is done by using the workplace bullying Scale and Self-Esteem Scale. The data analysis method used is Pearson Correlation analysis. Based on the results of the study, obtained the rxy correlation coefficient = -0,303 with a significance level of $p = 0.004$ ($p < 0.01$) which means there is a negative relationship between self-esteem and workplace bullying. The coefficient of determination (R Squared) of 0,092 shows that the self-esteem variable has a contribution of 9,2% to the variable of workplace bullying on handphone sales promotion employees and the remaining 90,8% is influenced by other factors, leadership, organizational culture, social competence.

Kata kunci : *Self esteem, workplace bullying, sales promotion handphone*