

Abstrak

Penelitian ini berjudul “Studi Deskriptif Mengenai Derajat Resilience At Work Pada Karyawan Tetap Marketing Asuransi Jiwa di PT. AXA Mandiri di Kota Bengkulu. Tujuannya adalah mengetahui gambaran dari Resilience At Work yang mencakup aspek Attitude (Commitment, Control dan Challenge) serta aspek Skill (Transformational Coping dan Social Support) pada karyawan tetap marketing asuransi jiwa PT. AXA Mandiri di Kota Bengkulu. Rancangan penelitian yang digunakan adalah metode deskriptif. Teknik penarikan sampel yang digunakan adalah teknik Purposive Sampling dimana terdapat 30 orang yang memenuhi karakteristik sampel.

Alat ukur yang digunakan diadaptasi dari Bayu Aditya berdasarkan pada teori Maddi & Khoshaba (2005) dan dimodifikasi oleh peneliti. Berdasarkan uji validitas menggunakan rumus korelasi Rank Spearman dan reliabilitas menggunakan teknik Alpha Cronbach, diperoleh 50 item valid dengan nilai validitas antara 0.301-0.779 dan nilai reliabilitas 0.941 yang berarti alat ukur memiliki tingkat reliabilitas yang tinggi.

Hasil penelitian menunjukkan bahwa terdapat 22 karyawan marketing memiliki derajat Resilience At Work yang tergolong rendah dan 8 karyawan marketing memiliki derajat Resilience At Work yang tergolong tinggi.

Saran yang diajukan untuk penelitian selanjutnya adalah untuk melakukan uji korelasi mengenai faktor-faktor yang memengaruhi (Culture, Climate, Structure, Workforce) terhadap derajat Resilience At Work sehingga dapat terlihat seberapa besar hubungan faktor-faktor tersebut terhadap derajat Resilience At Work. Berdasarkan penelitian ini, peneliti menyarankan bagi Area Sales Manager (ASM) PT. AXA Mandiri di kota Bengkulu untuk memberikan training atau pelatihan stress management dan pengembangan yang melatih attitude dan skill kepada seluruh karyawan marketing asuransi jiwa PT. AXA Mandiri di Kota Bengkulu.

Abstract

This study, entitled "Descriptive Study Regarding the degree of Resilience At Work On Life Insurance Marketing Permanent Employees at PT. AXA Mandiri in Bengkulu City. The goal is to know the description of Resilience At Work which includes aspects Attitude (Commitment, Control and Challenge) as well as aspects of Skill (Transformational Coping and Social Support) on permanent employee life insurance marketing PT. AXA Mandiri in Bengkulu City. The research design used is descriptive method. There are 30 people who meet the characteristics of the sample. The sampling technique used is purposive sampling technique where there are 30 people who meet the characteristics of the sample.

The instrument used was adapted from Bayu Aditya based on the theory of Maddi & Khoshaba (2005) and modified by the researchers. Based on test validity using Spearman Rank correlation formula and reliability using Cronbach Alpha, obtained 50 valid items with a value between 0.301-0.779 validity and reliability values 0.941 which means that the measuring instrument has a high level of reliability.

The results showed that there are 22 marketing employees had degrees Resilience At Work is relatively low and 8 marketing employees had degrees Resilience At Work is relatively high.

Suggestions put forward for further research is to test the correlation of these factors that influence (Culture, Climate, Structure, Workforce) to degrees Resilience At Work so it can be seen how much the relationship of these factors on the degrees of Resilience At Work. Based on this study, researchers suggested the Area Sales Manager (ASM) PT. AXA Mandiri in Bengkulu City to provide training or stress management training and development of attitude and skills training to all employees life insurance marketing PT. AXA Mandiri in Bengkulu city.

DAFTAR ISI

HALAMAN JUDUL

LEMBAR PENGESAHAN

PERNYATAAN ORISINALITAS

ABTRAK	i
ABTRACT	ii
KATA PENGANTAR	iii
DAFTAR ISI	vi
DAFTAR BAGAN	x
DAFTAR TABEL	xi
DAFTAR LAMPIRAN	xiii
DAFTAR PUSTAKA	xiv
DAFTAR RUJUKAN	xv
LAMPIRAN	xvi

BAB I PENDAHULUAN

1.1 Latar Belakang Masalah	1
1.2 Identifikasi Masalah	13
1.3 Maksud dan Tujuan Penelitian	13
1.3.1 Maksud Penelitian	13
1.3.2 Tujuan Penelitian	13
1.4 Kegunaan Penelitian	13

1.4.1	Kegunaan Teoritis	13
1.4.2	Kegunaan Praktis	14
1.5	Kerangka Pikir	14
1.6	Asumsi	24

BAB II TINJAUAN PUSTAKA

2.1	Pengertian <i>Resilience</i>	25
2.2	Aspek <i>Resilience At Work</i>	26
2.2.1	<i>Commitment</i>	26
2.2.2	<i>Control</i>	26
2.2.3	<i>Challenge</i>	27
2.2.4	<i>Transformational Coping</i>	27
2.2.5	<i>Social Support</i>	29
2.3	<i>Characteristic of Resilience</i>	30
2.3.1	<i>Culture</i>	31
2.3.2	<i>Climate</i>	31
2.3.3	<i>Structure</i>	31
2.3.4	<i>Workforce</i>	32
2.4	Pengertian <i>Stress</i>	32
2.4.1	Tahapan <i>Stress</i>	32
2.4.2	Sumber <i>Stress</i>	34

2.5	Pengertian Karyawan <i>Marketing</i>	34
2.5.1	Tugas Karyawan <i>Marketing</i>	35

BAB III METODE PENELITIAN

3.1	Prosedur Penelitian	37
3.2	Variabel Penelitian dan Defenisi Operasional	37
3.2.1	Variabel Penelitian	37
3.2.2	Definisi Operasional	38
3.3	Alat Ukur	40
3.3.1	Alat Ukur <i>Resilience At Work</i>	40
3.3.2	Prosedur Pengisian	41
3.3.3	Sistem Penilaian	41
3.3.4	Data Pribadi dan Penunjang	44
3.3.4.1	Data Pribadi	44
3.3.4.2	Data Penunjang	44
3.3.5	Validitas dan Reabilitas Alat Ukur	44
3.3.5.1	Uji Validitas	44
3.3.5.2	Uji Reliabilitas	45
3.4	Populasi dan Teknik Penarikan Sampel	46
3.4.1	Target Populasi	46
3.4.2	Karakteristik Populasi	47
3.4.3	Teknik Penarikan Sampel	47
3.5	Teknik Analisis Data	47

BAB IV HASIL DAN PEMBAHASAN

4.1	Gambaran Responden Penelitian	49
4.2	Hasil Pengolahan Data	50
4.3	Tabulasi Silang Antara <i>Resilience At Work</i> dengan Aspek <i>Attitudes</i>	51
4.4	Tabulasi Silang Antara <i>Resilience At Work</i> dengan Aspek <i>Skill</i>	51
4.5	Pembahasan	52

BAB V SIMPULAN DAN SARAN

5.1	Simpulan	60
5.2	Saran	61
5.2.1	Saran Teoritis	61
5.2.2	Saran Praktis	61

DAFTAR BAGAN

Bagan 1.1 Kerangka Pikir	23
Bagan 3.1 Prosedur Penelitian	37

DAFTAR TABEL

Tabel 3.1 Kisi-kisi Nomor Item Kuesioner	40
Tabel 3.2 Sistem Penilaian	42
Tabel 4.1 Persentase Responden Berdasarkan Jenis Kelamin	49
Tabel 4.2 Persentase Responden Berdasarkan Lama Bekerja	49
Tabel 4.3 Persentase Derajat <i>Resilience At Work</i> Responden	50
Tabel 4.4 Tabulasi Silang <i>Resilience At Work</i> dengan Aspek <i>Attitudes</i>	51
Tabel 4.5 Tabulasi Silang <i>Resilience At Work</i> dengan Aspek <i>Skill</i>	51
Tabel II.1 Validitas	xxx
Tabel II.2 Reliabilitas	xxx
Tabel IV.1 Jenis Kelamin	xxxv
Tabel IV.2 Lama Bekerja	xxxv
Tabel IV.3 Statistik Frekuensi	xxxvi
Tabel IV.4 Frekuensi Aspek <i>Commitment</i>	xxxvi
Tabel IV.5 Frekuensi Aspek <i>Control</i>	xxxvii
Tabel IV.6 Frekuensi Aspek <i>Challenge</i>	xxxvii
Tabel IV.7 Frekuensi Aspek <i>Transformational Coping</i>	xxxviii
Tabel IV.8 Frekuensi Aspek <i>Social Support</i>	xxxix
Tabel IV.9 Frekuensi <i>Culture</i>	xl
Tabel IV.10 Frekuensi <i>Climate</i>	xl
Tabel IV.11 Frekuensi <i>Structure</i>	xl
Tabel IV.12 Frekuensi <i>Workforce</i>	xl

Tabel IV.13 Tabulasi Silang <i>Resilience At Work</i> – Jenis Kelamin	xli
Tabel IV.14 Tabulasi Silang <i>Resilience At Work</i> – Lama Bekerja	xli
Tabel IV.15 Tabulasi Silang <i>Resilience At Work</i> – <i>Culture</i>	xlii
Tabel IV.16 Tabulasi Silang <i>Resilience At Work</i> – <i>Climate</i>	xlii
Tabel IV.17 Tabulasi Silang <i>Resilience At Work</i> – <i>Structure</i>	xliii
Tabel IV.18 Tabulasi Silang <i>Resilience At Work</i> – <i>Workforce</i>	xliii

DAFTAR LAMPIRAN

- LAMPIRAN 1 : Letter Of Consent dan Alat Ukur (Data Utama dan Data Penunjang)
- LAMPIRAN 2 : Uji Validitas dan Uji Reliabilitas Alat Ukur
- LAMPIRAN 3 : Hasil Penelitian
- LAMPIRAN 4 : Frekuensi, Tabulasi Silang Data Utama – Data Penunjang
- LAMPIRAN 5 : Biodata Peneliti