

**HUBUNGAN ANTARA *PSYCHOLOGICAL MEANING OF MONEY* DAN
KONSEP DIRI DENGAN GAYA HIDUP HEDONIS PADA KARYAWAN
BANK BERSUKU JAWA**

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ABSTRAK

Penelitian ini menggunakan metode kuantitatif korelasional. Subjek penelitian adalah karyawan bersuku Jawa yang terkumpul dari 3 kantor Bank regional Jawa Tengah. Sampel penelitian berjumlah 122 orang. Metode pengambilan sampel menggunakan *incidental random sampling*. Alat ukur yang digunakan dalam penelitian ini terdiri dari 3 skala. Skala gaya hidup hedonis terdiri dari 25 pernyataan, koefisien korelasi skor aitem-total bergerak antara 0,362 sampai 0,866, reliabilitas = 0,956. Skala *psychological meaning of money* terdiri dari 27 pernyataan, koefisien korelasi skor aitem-total bergerak antara 0,304 sampai 0,616, reliabilitas = 0,911. Skala konsep diri terdiri dari 15 pernyataan, koefisien korelasi skor aitem-total bergerak antara 0,319 sampai 0,610, reliabilitas = 0,855. Analisis data menggunakan analisis regresi ganda. Hasil penelitian menunjukkan bahwa ada hubungan yang signifikan antara *psychological meaning of money* dan konsep diri dengan gaya hidup hedonis pada karyawan bank bersuku Jawa dengan $R = 0,745$ $F_{hitung} = 74,423$ $p = 0,000$ ($p < 0,05$). Hasil uji korelasi antara variabel *psychological meaning of money* dengan gaya hidup hedonis diperoleh nilai $r_{y1-2} = 0,713$ $p = 0,000$ ($p < 0,01$). Hasil tersebut menunjukkan adanya hubungan positif yang signifikan antara *psychological meaning of money* dengan gaya hidup hedonis. Hasil uji korelasi antara variabel konsep diri dan gaya hidup hedonis diperoleh nilai $r_{y1-2} = -0,0142$ $p = 0,119$. Hasil tersebut menunjukkan adanya hubungan negatif yang tidak signifikan antara variabel konsep diri dengan gaya hidup hedonis. Analisis tambahan lain yaitu hasil survey melalui soal *essay* yang diberikan untuk mengetahui pengetahuan responden mengenai nilai *gemi*, *nastiti*, dan *ati-ati* menunjukkan bahwa 20% responden mengetahui dengan baik konsep *gemi*, *nastiti*, dan *ati-ati*, 80% responden tidak mengetahui nilai tersebut.

Kata kunci: gaya hidup hedonis, *psychological meaning of money*, nilai kebudayaan Jawa.

**RELATIONSHIP BETWEEN PSYCHOLOGICAL MEANING OF MONEY
AND SELF-CONCEPT WITH HEDONIST LIFESTYLE ON BANK
EMPLOYEES WITH JAVANESE CULTURE**

ABSTRACT

This study aims to test empirically the correlation between psychological meaning of money, self-concept and hedonistic lifestyle on Java tribes bank employees. Psychological meaning of money is a conviction or an individual view towards money. Self-concept is an overview of where the individual can assess and understand itself, whereas the hedonistic lifestyle is a lifestyle that directs its activities to seek the pleasures of life. This study uses a quantitative correlation. Subjects were Javanese ethnicity employee collected from three regional offices of the Bank at Central Java. These samples included 122 peoples. Sampling methods using incidental random sampling. Measuring instrument used in this study consisted of 3 scale.

*Hedonistic lifestyle scale consists of 25 questions, the coefficient of different items between 0.362 to 0.866, reliability alpha at 0.956. Psychological meaning of money scale consist of 27 questions, the coefficient of different items between 0,304 to 0,616, reliability alpha at 0,911. Self-concept scale consists of 15 questions, the coefficient of different item between 0,319 to 0,610, reliability alpha at 0,855. Data Analysis using regression analysis. The results showed significant correlation between the psychological meaning of money and self-concept and hedonistic lifestyle at the bank employees with the Javanese ethnicity at $R = 0,745$ $F\text{-count} = 74,423$ $p = 0,000$ ($p < 0,05$). The result of partial correlation between psychological meaning of money with hedonist lifestyle showed $r_{y1-2} = 0,713$ $p = 0,000$ ($p < 0,01$), and the result of partial correlation between self-concept and hedonist lifestyle showed $r_{y1-2} = -,0142$ $p = 0,119$. Additional analysis from essay question to determine the respondents' knowledge about values of *gemi, nastiti, lan ati-ati* shows 20% of respondent have an adequate knowledge about *gemi, nastiti, lan ati-ati*, 80% of respondents have inadequate knowledge about that values. The result of this study can confirm those hedonistic lifestyle influenced by psychological meaning of money factors and self-concept.*

Keyword : hedonistic lifestyle, psychological meaning of money, Javanese culture value.