SELF EFFICACY ROLE OF WOMEN IN CAREER MOTIVATION OF WORK ON ONE OF ITS BRANCH X.

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ABSTRACT:
This study aims to examine the extent to which self efficacy peranann to work on women's career motivation. This research was conducted with a quantitative approach that is distributing questionnaires regarding self efficacy and work motivation. The theory used is self efficacy from Bandura and work motivation of Herzberg. The study sample was a career woman who works at a minimum education company high school and have a minimum working period of two years which amounts to 39 people. Results from this study generally shows that motivation is influenced by self efficacy, self efficacy has an 16.8% of the combined work motivation. Work motivation can be conceptually divided into two parts, namely a motivator factors and hygiene factors, the researchers also conducted a separate analysis of work motivation and self efficacy outcome has the role of 9% against the motivation factor and 12.1% of hygiene factors. Generality of self efficacy is a person capable of feeling as the action he has to master the task under certain conditions. And strength (strenght) of self efficacy is the level of one's beliefs about self-perceived abilities. Motivation of their own work consists of two factors, namely internal factor and external factor or in Herzberg's theory is also called a motivator factor of job performance, recognition, work itself, responsibility and opportunity to go forward. While external factors or also called hygiene factors, including company policies, employers, wages and salary, interpersonal relations, working conditions and job security.