

HUBUNGAN ANTARA *BODY IMAGE DISSATISFACTION* DENGAN *SELF-ESTEEM* PADA PEGAWAI BANK

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INTISARI

Penelitian ini bertujuan untuk mengetahui hubungan antara *body image dissatisfaction* dengan *self-esteem* pada pegawai bank. Hipotesis dalam penelitian ini adalah terdapat adanya hubungan negatif antara *body image dissatisfaction* dengan *self-esteem* pada pegawai bank. Penelitian ini melibatkan 53 pegawai bank yang berusia 20-39 tahun. Alat ukur yang digunakan dalam penelitian ini yaitu skala *body image dissatisfaction* (Cash & Pruzinsky, 2002) dan skala *self-esteem* Rosenberg (Tafarodi & Milne, 2002). Hasil penelitian menunjukkan koefisien korelasi $r=-0.499$ dengan signifikansi $p=0.000$ ($p<0.01$). Analisis determinasi (r^2) menunjukkan sumbangan *body image dissatisfaction* sebesar 24,9% terhadap *self-esteem* pada pegawai bank. Dengan demikian, dapat disimpulkan bahwa hipotesis yang diajukan dalam penelitian ini diterima.

Kata Kunci: *body image dissatisfaction*, *self-esteem*, pegawai bank.

RELATIONSHIP BETWEEN BODY IMAGE DISSATISFACTION WITH SELF-ESTEEM ON BANK EMPLOYEE

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ABSTRACT

This study aims to determine the relationship between body image dissatisfaction with self-esteem in bank employees. The hypothesis in this research is there is a negative relationship between body image dissatisfaction with self-esteem in bank employees. The study involved 53 bank employees aged 20-39 years. Measuring tool used in this research is the scale of body image dissatisfaction (Cash & Pruzinsky, 2002) and Rosenberg self-esteem scale (Tafarodi & Milne, 2002). The results showed correlation coefficient $r = -0.499$ with significance $p = 0.000$ ($p < 0.01$). The determination analysis (r^2) shows the contribution of body image dissatisfaction of 24.9% to the self-esteem in the bank's employees. Thus, it can be concluded that the hypothesis proposed in this study is accepted.

Keywords: body image dissatisfaction, self-esteem, bank employee.