

ABSTRAK

Rosatyani Puspita Adiati, 111041049, Hubungan *Risk Attitude* dan *Salesperson's Customer Orientation* dan *Decision Making Style* pada *Account Officer*, Tesis, Program Studi Magister Profesi Psikologi, Fakultas Psikologi Universitas Airlangga, Surabaya, 2012.

XVII + 169, 61 lampiran.

Penelitian ini bertujuan untuk mengetahui hubungan risk attitude dan salesperson's customer orientation dengan decision making style pada Account Officer. Risk attitude adalah sikap seseorang ketika menghadapi resiko, yaitu berupa risk-aversion (penghindaran terhadap resiko) dan risk-seeking (keterbukaan terhadap resiko). Salesperson's customer orientation adalah sikap individu dalam membantu customer untuk membuat keputusan pembelian yang sesuai dengan kebutuhan customer. Decision making style yaitu kebiasaan yang dimiliki individu dalam merespon situasi yang membutuhkan pengambilan keputusan, yang terdiri dari beberapa dimensi yaitu rational decision making, intuitive decision making, dependant decision making, avoidant decision making, dan spontaneous decision making.

Penelitian ini dilakukan di PT. Bank Mega, Tbk wilayah Regional Jakarta I dengan jumlah subjek sebanyak 129 orang. Alat pengumpulan data berupa kuisioner mengenai risk attitude, salesperson's customer orientation dan decision making style diadaptasi dari penelitian oleh Rohrmann (2002), Singh & Koshy (2008), dan Sylvie (2007). Teknik analisa data dilakukan dengan korelasi kanonikal.

Dari hasil analisis data penelitian diperoleh kesimpulan bahwa terdapat hubungan yang bermakna antara risk attitude, salesperson's customer orientation dan decision making style. Risk aversion dan salesperson customer orientation memiliki pengaruh positif pada rational decision making. Risk propensity memiliki pengaruh positif pada intuitive decision making. Risk aversion dan risk propensity memiliki pengaruh positif pada dependant decision making. Risk aversion memiliki pengaruh positif pada avoidant decision making. Risk propensity memiliki pengaruh positif pada spontaneous decision making, sebaliknya salesperson's customer orientation berpengaruh secara negatif pada spontaneous decision making.

Kata Kunci: *Risk attitude, salesperson's customer orientation, decision making style*

Daftar Pustaka, 57 (1994-2012)

ABSTRACT

Rosatyani Puspita Adiati, 111041049, *Correlation between Risk Attitude and Salesperson's Customer Orientation with Decision Making Style in Account Officer*, Thesis, Post Graduate Program, Psychology Department of Airlangga University, Surabaya, 2012.

XVII + 169, 61 attachments

This research examine the correlation of risk attitude and salesperson's customer orientation with decision making style in Account Officer. Risk attitude are people's trait in a risk situation, those are risk propensity and risk aversion. Salesperson's customer orientation is people intention to help their customer to make purchase decisions that will satisfy customer's needs. Decision making style are the habitual response pattern to make decision in a situation, that consist of some dimensions, those are rational decision making, intuitive decision making, dependant decision making, avoidant decision making, and spontaneous decision making.

This research was conducted in PT. Bank Mega, Tbk – Regional Office Jakarta 1 with 129 samples. The instruments used to collect data in this research are questionnaires about risk attitude, salesperson's customer orientation and decision making style are adapted from previous research from Rohrmann (2002), Singh & Koshy (2008) and Sylvie (2007). Canonical correlation was conducted to analyze the data.

Data analysis shows the evidence that there are significant correlations between risk attitude and salesperson's customer orientation with decision making style. Risk aversion and salesperson's customer orientation have positive impact to rational decision making. Risk propensity has positive impact to intuitive decision making. Risk aversion and risk propensity have positive impact to dependant decision making. Risk aversion has positive impact to avoidant decision making. Risk propensity has positive impact to spontaneous decision making, in the contrary, salesperson's customer orientation has negative impact to spontaneous decision making.

Key word: *Risk attitude, salesperson's customer orientation, decision making style*

References, 56 (1994-2012)