

ABSTRACT

THE RELATIONSHIP BETWEEN SELF-TRANSCENDENCE VALUES, SELF-ENHANCEMENT VALUES AND MICRO BUSINESS PRACTITIONERS' ETHICAL BEHAVIOUR OF DECISION MAKING (A Study on Micro *Fashion* and Beauty Business Practitioners in Bandarlampung)

by

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The usage of organic and counterfeit fashion and beauty products has now been an ethical phenomenon happening in Bandarlampung. Personal values have long been associated with ethical behaviour in decision making. This study examines the causal relationship between self-transcendence values, self-enhancement values and ethical behaviour on decision making of micro *fashion* and beauty business practitioners in Bandarlampung as they relate to the usage of organic and counterfeit fashion and beauty products. The relationship was measured using Spearman correlation analysis. A significant positive relationship between self-transcendence values and ethical behaviour of decision making and a significant negative relationship between self-enhancement values and ethical behaviour of decision making was found on this study.

Key Words: Personal values, self-transcendence values, self enhancement values, ethical behaviour, decision making, ethical dilemma, the Fritzsche model, organic fashion and beauty products, counterfeit fashion and beauty products

ABSTRAK

HUBUNGAN NILAI *SELF-TRANSCENDENCE* DAN *SELF-ENHANCEMENT* DENGAN PERILAKU ETIS PELAKU USAHA MIKRO DALAM PENGAMBILAN KEPUTUSAN (Studi pada Pelaku Usaha Mikro bidang *Fashion* dan Kecantikan di Bandarlampung)

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Penggunaan produk *fashion* dan kecantikan organik dan produk *fashion* dan kecantikan palsu dalam usaha yang menjadi fenomena etis yang terjadi di Bandarlampung. Nilai personal banyak diasosiasikan dengan perilaku etis dalam pengambilan keputusan. Penelitian ini menguji hubungan kausal nilai *self-transcendence* dan *self-enhancement* dengan perilaku etis pelaku usaha mikro bidang *fashion* dan kecantikan di Bandarlampung terkait penggunaan produk *fashion* dan kecantikan organik dan produk *fashion* dan kecantikan palsu. Hubungan diukur menggunakan analisis korelasi Spearman. Hasil dari penelitian ini adalah nilai *self-transcendence* memiliki hubungan yang positif dan signifikan dengan perilaku etis dalam pengambilan keputusan dan nilai *self-enhancement* memiliki hubungan yang negatif dan signifikan dengan perilaku etis dalam pengambilan keputusan.

Kata Kunci: Nilai personal, nilai *self-transcendence*, nilai *self enhancement*, perilaku etis, pengambilan keputusan, dilema etis, model Fritzsche, produk *fashion* dan kecantikan organik, produk *fashion* dan kecantikan palsu