

## **ABSTRAK**

### **PENGARUH SIKAP MATERIALISTIS TERHADAP *CO-WORKER RELATIONSHIP* (STUDI PADA PERBANKAN KONVENSIONAL DI BANDARLAMPUNG)**

**Oleh**

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Penelitian ini bertujuan untuk mengetahui pengaruh sikap materialistis terhadap *co-worker relationship*. Permasalahan dalam penelitian ini adalah apakah sikap materialistis dapat memengaruhi *co-worker relationship* pegawai. Jenis penelitian adalah penelitian kausal. Objek penelitian adalah pegawai perbankan konvensional di Bandarlampung berjumlah 90 responden. Alat analisis menggunakan regresi linier sederhana dengan menggunakan program SPSS versi 18. Hasil penelitian menunjukkan bahwa sikap materialistis berpengaruh negatif terhadap *co-worker relationship*. Saran dari peneliti bagi pihak perbankan konvensional adalah untuk tetap mempertahankan hubungan kerja yang sehat antar pegawai dengan tetap memajemen persaingan antar pegawai terutama pada pemberian imbalan (*reward*) dalam bentuk apapun.

**Kata Kunci : Sikap materialistis, *Co-worker Relationship*.**

## **ABSTRACT**

### **THE INFLUENCE OF A MATERIALISTIC ATTITUDES ON CO-WORKER RELATIONSHIP (RESEARCH ON CONVENTIONAL BANKING IN BANDARLAMPUNG)**

**By**

**Gita Rizkia Surya Putri**

The purpose of this study was to explore the influence of materialism on co-worker relationship on conventional banking in Bandarlampung. The problem in this study is whether a materialistic attitude can affect employee co-worker relationships. This type of research is causal research. The object of this research is conventional banking employees in Bandar Lampung with 90 total of respondents. This research using simple linear regression analysis, using SPSS version 18 program, the results show that materialistic attitudes have a negative effect on co-worker relationships. Suggestion from researchers for conventional banks is to maintain a healthy work environment among employees while still managing competition between employees, especially in the provision of rewards in any form.

**Keywords : materialistic attitude, *Co-worker Relationship*.**