FACTORS AFFECTING EGOCENTRISM AMONG EMPLOYEES IN LOCAL WATER COMPANY OF MALANG DISTRICT

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ABSTRACT

This research was held in Local Water Company of Malang District from 20th January 2014 until 20th March 2014. The purpose of this research were to determine the factors that influence egocentrism among employees, to determine the egocentrism condition among employees, and to determine the problems that faced by the employees connected to egocentrism. This research used descriptive qualitative research method. Collecting data in this research was by using semi-structured interviews, observation, and documentation. Subject used in this research was the employees in Local Water Company of total 10 people picked randomly.

Based on the research results obtained, the factors affected egocentrism among employees, among others, perspective factors (the viewpoint of the subject's perception), personality factors (authoritarian, extrovert, habit), feeling superior factor (educational background and self-righteous), social jealousy factor, motive desire factor, and payroll factor or welfare factors that could lead to lack of concern for the employment.

The conclusion of this research was 7 out of 10 subjects had egocentric perspective because of the subject's perception standpoint and dissent, the second was that 6 of 10 subjects had egocentrism because of the bad habits. The sequence of egocentrism factors were felt superior, jealousy, and desire motive. Advice could be given by researchers that Local Water Company of Malang District was expected to improve discipline, apply the existing rules and develop a sense of awareness and sense of belonging to nature maturity against the employee and the company.

Key word: egocentrism, discipline