

ABSTRAK

Dia Respati. 110541100024. Program Studi Psikologi. Pengaruh *Body Dissatisfaction* terhadap Perilaku Diet Karyawan *Frontliner Bank*.

Penelitian ini bertujuan untuk mengetahui pengaruh *body dissatisfaction* terhadap perilaku diet karyawan *frontliner bank*. Metode penelitian ini menggunakan kuantitatif studi pengaruh dengan menggunakan 2 (dua) skala yaitu skala *body dissatisfaction* sebanyak 30 aitem dan skala perilaku diet sebanyak 21 aitem. Penelitian ini menggunakan 28 sampel karyawan *frontliner bank* dengan kriteria berjenis kelamin wanita, yang berusia 20-35 tahun, dan bekerja sebagai *frontliner* di Bank Jatim, cara pengambilan sampel menggunakan teknik sampling jenuh. Uji statistik menggunakan uji regresi sederhana dengan bantuan program SPSS *for windows* versi 17. Hasil penelitian dalam uji regresi sederhana menunjukkan bahwa nilai sig lebih kecil daripada α (sig. < α), yaitu $0,000 < 0,05$ artinya hipotesis diterima yang artinya terdapat pengaruh yang signifikan antara *body dissatisfaction* terhadap perilaku diet pada karyawan *frontliner bank*.

Kata kunci : Body Dissatisfaction, Perilaku Diet, Karyawan *Frontliner Bank*

ABSTRACT

Dia Respati. 110541100024. Psychology Program Study. The Effect of Body Dissatisfaction to the Dietary Behavior on Bank *Frontliner* Employee.

This study is aimed to know the effect of body dissatisfaction to the dietary behavior on bank frontliner employee. The method of this study is influence quantitative by using 2 (two) scales namely the scale of body dissatisfaction as much as 30 item and dietary behavior scale as much as 21 item. This research using the 28 bank frontliner employees as sample with the criteria of female, 20-35 years old, and work as a frontliner in Bank Jatim. The sample is collected by using saturated sampling technique. The statistic test uses simple regression test with SPSS program for windows version 17. The result of the study in simple regression test shows that sig value is smaller than α (sig. < α), that is $0,000 < 0,05$ means that the hypothesis is accepted. It means that there is a significant effect between body dissatisfaction to the dietary behavior on bank frontliner employee.

Keywords: Body Dissatisfaction, Dietary Behavior, Bank *Frontliner* Employee.