

Abstrak

Penelitian ini dilakukan untuk mengetahui peran perilaku asertif dan *self-esteem* pada *sociotropy* dewasa awal. Dalam proses menganalisis pengaruh antara ketiga variabel tersebut, penelitian ini menggunakan desain rancangan kuantitatif. Adapun subjek dalam penelitian ini yaitu mahasiswa/i aktif Fakultas Psikologi UIN Sunan Gunung Djati Bandung angkatan 2022. Pengambilan sampel yang dilakukan yakni menggunakan teknik *non probability sampling* metode *purposive sampling*. Dari pengambilan sampel ini telah didapati 98 responden. Hasil penelitian ini mengungkapkan bahwa terdapat pengaruh antara perilaku asertif dan *self-esteem* pada *sociotropy* dewasa awal. Hal ini dapat terlihat dari nilai *P-value* variabel perilaku asertif terhadap *sociotropy* sebesar 0.003, serta nilai *P-value* variabel *self-esteem* terhadap *sociotropy* sebesar 0.000.

Kata Kunci : perilaku asertif, *self-esteem*, *sociotropy*.

Abstract

This study aims to determine the role of assertive behavior and self-esteem in early adult sociotropy. In the process of analyzing the influence of the three variables, this study used a quantitative design. The subjects in this study were active students of the Faculty of Psychology UIN Sunan Gunung Djati Bandung class of 2022. The sampling discovers using a non-probability sampling technique with a purposive sampling method. From this sampling, 98 respondents were found. The results of this study reveal that there is an influence between assertive behavior and self-esteem in early adult sociotropy. This can be seen from the P-value of the assertive behavior variable for sociotropy of 0.003, as well as the P-value of the self-esteem variable for sociotropy of 0.000.

Keywords: assertive behavior, self-esteem, sociotropy.