

**PSYCHOLOGICAL CAPITAL SEBAGAI PREDIKTOR PSYCHOLOGICAL
WELL-BEING PADA DISTRIBUTOR MULTI LEVEL
MARKETING TIENS SYARIAH KABUPATEN
KARAWANG DI MASA PANDEMI
COVID-19**

ABSTRAK

Dampak Covid-19 melanda hampir seluruh sektor, salah satunya adalah sektor ekonomi seperti industri *network marketing* atau MLM yang menyebabkan penjualan dan rekrutmen *downline* menurun seluruh aktivitas distributor seperti penjualan dan rekrutmen harus beralih dengan metode online. dampak tersebut dapat mempengaruhi *psychological well-being* pada distributor Tiens Syariah. *Psychological well-being* adalah individu yang secara psikologis mampu berfungsi secara *positive psychological functioning* dimana individu memiliki kondisi mental yang sehat. Penelitian yang dilakukan oleh Rosalina dan Siswati (2018), menjelaskan terdapat hubungan positif yang signifikan antara *psychological capital* dengan *psychological well-being*. Tujuan penelitian ini adalah untuk mengetahui pengaruh *psychological capital* terhadap *psychological well-being* pada distributor *multi level marketing* (MLM) Tiens Syariah di Kabupaten Karawang dengan jumlah partisipan sebanyak 210 responden dengan sampel 131 responden menggunakan rumus Issac dan Michael dengan taraf 5%. Metode penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data menggunakan teknik kuota. Berdasarkan hasil uji regresi sederhana diperoleh $\text{sig} = 0,00 < 0,05$, dengan nilai koefisien determinasi sebesar 24,9%. Hasil tersebut menunjukkan bahwa terdapat pengaruh *Psychological Capital* terhadap *Psychological Well-Being*.

Kata Kunci: *Psychological well-being, Psychological capital, Multi level marketing* (MLM) Tiens Syariah Kabupaten karawang.

**PSYCHOLOGICAL CAPITAL AS A PSYCHOLOGICAL WELL-BEING
PREDICTOR IN MULTI LEVEL MARKETING TIENS SYARIAH
DISTRIBUTOR, KARAWANG DISTRICT
PANDEMI COVID-19**

ABSTRACT

The impact of Covid-19 has hit almost all sectors, one of which is the economic sector such as the network marketing or MLM industry which causes downline sales and recruitment to decline, all distributor activities such as sales and recruitment must switch to online methods. This impact can affect the psychological well-being of Tiens Syariah distributors. Psychological well-being is an individual who is psychologically able to function in a positive psychological functioning where the individual has a healthy mental condition. Research conducted by Rosalina and Siswati (2018), explains that there is a significant positive relationship between psychological capital and psychological well-being. The purpose of this study was to determine the effect of psychological capital on psychological well-being in Tiens Syariah multi-level marketing (MLM) distributors in Karawang Regency with the number of participants as many as 210 respondents with a sample of 131 respondents using the Issac and Michael formula with a level of 5%. This research method uses quantitative methods with data collection techniques using quota techniques. Based on the results of the simple regression test obtained $\text{sig} = 0.00 < 0.05$, with a coefficient of determination of 24.9%. These results indicate that there is an influence of Psychological Capital on Psychological Well-Being.

Keywords: *Psychological well-being, Psychological capital, Multi level marketing (MLM) Tiens Syariah Kabupaten Karawang.*