

***CORRELATION BETWEEN NEED FOR ACHIEVEMENT AND  
PERFORMANCE AMONG MULTI LEVEL MARKETING PARTNER PT.  
HEALTH WEALTH INTERNATIONAL (HWI)***

***Veronika Dwi Hatmanti***

***ABSTRACT***

*This study aimed to examined the correlation between need for achievement and performance among multi level marketing partner PT. HWI. The hypothesis of this research there was a positive relationship between need for achievement and performance among multi level marketing partner PT. HWI. This research was a quantitative method using correlation study. Participants in this study were 62 multi level marketing partner. Data were collect used need for achievement scale and personal appraisal data. The reability coefficient of need for achievement scale is 0,75. Data were analyzed using Spearman Rho. The result of data analyzed showed correlation coefficient is 0,639 with a significant level 0,000. These finding indicates that there is a positive and significant relationship between need for achievement and performance among multi level marketing partner.*

*Keyword : need for achievement, performance, multi level marketing partner*



**HUBUNGAN ANTARA *NEED FOR ACHIEVEMENT* DAN  
*PERFORMANCE* PADA MITRA MULTI LEVEL MARKETING DI PT.  
*HEALTH WEALTH INTERNATIONAL (HWI)***

*Veronika Dwi Hatmanti*

**ABSTRAK**

Penelitian ini bertujuan untuk menguji hubungan antara *need for achievement* dan *performance* pada mitra MLM di PT. HWI. Hipotesis yang diajukan dalam penelitian ini adalah terdapat korelasi positif antara *need for achievement* dan *performance* pada mitra MLM di PT.HWI. Penelitian ini merupakan penelitian kuantitatif dengan jenis penelitian korelasional. Responden dalam penelitian ini sebanyak 62 orang mitra MLM di PT. HWI. Alat ukur dalam penelitian ini menggunakan skala *need for achievement* dan rekap hasil *performance*. Pada skala *need for achievement* terdiri dari 9 item dengan koefisien reabilitas sebesar  $\alpha = 0,75$ . Pengujian hipotesis dilakukan menggunakan uji korelasi *Spearman's rho* dengan bantuan program *IBM SPSS versi 21*. Penelitian ini menghasilkan nilai korelasi sebesar  $r = 0,639$  dan nilai signifikansi sebesar  $p = 0,000$ . Hasil ini menunjukkan bahwa ada hubungan yang positif dan signifikan antara *need for achievement* dan *performance*. Hal tersebut menjelaskan bahwa semakin tinggi *need for achievement* maka semakin tinggi pula *performance*.

Kata kunci: *need for achievement*, *performance*, mitra multi level marketing

