

ABSTRACT

The Difference in Psychological Empowerment Between Conventional Marketing Employees and Digital Marketing Employees

Shaskia Ayu Azzahra¹⁾, Gita Widya Laksmini Soerjoatmodjo²⁾

¹⁾*Student of Psychology Department, Universitas Pembangunan Jaya*

²⁾*Lecturer of Psychology Department, Universitas Pembangunan Jaya*

This study examines the differences in psychological empowerment between conventional marketing employees and digital marketing employees in the context of the development of the digital world. Using quantitative methods and the Psychological Empowerment Questionnaire (PEQ), this study involved 347 respondents from both groups. To see the difference between the two groups, this study used the Mann-Whitney U-Test, and the results showed that the two groups had a significant difference. Analysis. This study also analyzed using categorization norms. The results show that most conventional marketing employees and digital marketing employees fall into the high category.

Keywords: *Psychological Empowerment, Conventional Marketing, Digital Marketing*

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