

ABSTRACT

The attitude of the individual to a job will affect the work behavior that can be reflected in the work value. Therefore, each individual can be different work values with each other. The differences of opinion from previous research on the role of gender in work values, lack of research about work values, and previous research only used quantitative methods, that become background in this study.

The purpose of this research is to determine the work value based on gender that looked on work values dimension according to Wollack. This research uses qualitative method with fenomenology study approach and using interview, tracing of online data, and documentation as data collection method. Data analysis methods used in this study include data reduction, data presentation, and conclusions. The evaluative criteria used in this study are credibility, transferability, dependability, and confirmability.

The result of the research shows that there are differences of intrinsic work values and extrinsic work values between male lecturers and female lecturers in Faculty of Economics and Business Diponegoro University. The Differences are seen in all aspects of intrinsic work values (activity preference, pride in work, job involvement, and upward striving) and extrinsic work values (attitude toward earnings and social status).

Keywords : Gender, Intrinsic Work Values, Extrinsic Work Values