

What Basic Human Values Contribute to Attitude Toward Gratification

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ABSTRACT

This research aims to know the effect of Basic Human Values (self-enhancement/Self-transcendence and Openness to Change/Conservation value dimensions) on Attitude Toward Gratification in Psychology students of Universitas Hasanuddin (Unhas). The subjects of this research consist of 92 Psychology Unhas students with purposive sampling as the sampling technique. The scales used in this research are Personal Values Questionnaire-Revised (PVQ-RR) that has been modified and skala Sikap terhadap Tindakan Gratifikasi (Attitude Toward Gratification Scale) that constructed by the researcher. The type of data analysis used to test the hypothesis in this research is multiple linear regression. This hypothesis test shows that the Openness to Change/Conservation value dimension has a significant positive effect on the Attitude toward Gratification of Psychology students of Unhas, with the amount of Effective Contribution of 4.97%. The higher the Conservation value is internalized by the subjects, the more positive their attitude toward gratification. On the contrary, the subject's attitude would be more negative if the Openness to Change value is more internalized. This research also shows that the Self-enhancement/Self-transcendence dimension does not significantly affect the subject's attitude toward gratification.

Keywords: Basic human values, Self-enhancement/Self-transcendence, Openness to Change/Conservation, Gratification.

1. INTRODUCTION

Steidlmeier defined gratuity (widely known as gratification by Indonesian society) as an act of giving as a form of gratitude [1]. Caille stated that gratification is done without hope and assurance of accepting feedback from that particular act of giving [2]. Nevertheless, that action will still have an impact in which helping others and building rapport.

Despite having positive outcomes, gratification also can generate a negative impact. A study conducted by the Directorate of Research and Development of the Corruption Eradication Commission of Indonesian Republic/Komisi Pemberantasan Korupsi Republik Indonesia (KPK-RI) revealed that an act of gratification toward state officials could lead to a Conflict of Interest between the giver and the receiver [3]. This is a matter that causes gratification to be considered an act of

corruption under the laws in Indonesia, precisely in Undang-Undang No. 20 of 2001 Article 12b paragraph [1] that states, "Every act of gratification toward a civil servant or state administrator is considered a bribe if it is related to his position and contrary to his obligations or duties."

Regardless of having a set of regulations that stipulate gratification as a criminal act of corruption, a study conducted by Indonesian Survey Institute (Lembaga Survey Indonesia/LSI) stated that 34 percent of Indonesians perceive the practice of gratification as something normal [4]. This finding is also supported by Verhezen's statement that gift-giving has become a culture in Asia, in which it is a form of "relationship investment" in Asian culture [2]. Aligned with the previous statement, Ruyadi, Syarif, & Sofyan found that giving thanks in Indonesian society (especially for the

people of Cianjur who were the subject of this study) was considered a good thing and should be done. This habit has been considered an entrenched behavior in the local community where it has been based on perceptions that it is required to give "thank you money" as a sign that they have been served well [5]. The habit of gratification is also commonly found in education, such as giving gifts of gratitude to teachers from students' parents. This is aligned by the statement of one parent in Depok stating that it is a custom for parents to give gold in the form of rings or bracelets as a gift to teachers at their children's schools at every end of the school year [6].

Rabl states that corrupt behavior begins with a desire to achieve goals through corruption, while the desire to commit corrupt behavior will be stronger if individuals have a positive attitude towards corruption [7]. Based on Robertson & Kassarian's statement, the definition of attitude is an overall evaluation that shows how much an individual likes or dislikes an object, issue, person, or action [8]. Homer & Kahle stated that an individual's attitude toward something would affect his behavior in dealing with it because attitude is a mediator between values and individual behavior. Thus, when an individual does something, the behavior stems from the way they perceive it and the values they internalize toward that particular behavior [9].

Rokeach explains that values affect all aspects of human life because values are a set of beliefs about how one should behave [10,11]. Values cause this as abstract cognitions that form the basis of individual attitudes and regulate how individuals behave [9,12]. Schwartz presented a theory related to values, named Basic Human Values theory. This theory illustrates that fundamental values are universally recognized for every human in this world. Schwartz identifies fundamental values: achievement, stimulation, power, hedonism, self-direction, tradition, universalism, security, conformity, and benevolence. All fundamental values are classified into two contrasting dimensions: Self-Enhancement/Self-Transcendence and Openness to Change/Conservation [13]. Figure 1 shows the model that describes the relationship between basic values.



Figure 1. Theoretical Model of Basic Human Values

Homer & Kahle describe the relationship between values, attitudes, and behavior in the Values-Attitude-Behavior model. The model describes how the three concepts influence each other in generating behavior. The model can also describe how corrupt behavior can be formed [9]. This is caused by the fact that values influence dominant cultural practices (including corrupt practices) which are moderated by external/environmental factors (including economic factors such as availability of resources) [12,14]. Therefore, it is concluded that individual values influence attitudes (including attitudes towards acts of gratification).

We conducted research with attitude towards gratification and basic human values as the variables in this research. This research is important to be done in order to find out how the influence of values on attitudes towards gratification, especially on university students. Based on the survey we conducted on 51 Universitas Hasanuddin students, it is shown that 50.98% of participants think that giving tips or "cigarette money" as a sign of gratitude to public service employees is the right thing to do. The survey also reveals that 56.86% of the participants considered the parents who give gifts to teachers as a token of gratitude are not doing anything wrong. These results show that most of the participants still positively perceive gratification. The results of this preliminary data are supported by research conducted by Falah, which states that students view corrupt behavior by parties who have no involvement with themselves (such as corruption against state money) as negative but tolerate corrupt behavior which they have involvement with themselves (such as cheating and plagiarizing other people's work) [15].

2. METHODS

This study is quantitative research with multiple linear regression analysis techniques. This research also uses a trial used testing method in testing the validity and reliability of measuring instruments. For testing the research scale, 334 subjects are students of Hasanuddin University. The subjects of this study were 92 out of those 334 subjects.

The population in this study were students of Psychology at Hasanuddin University. The sampling technique used is purposive sampling, which selects population members with certain considerations. The sample selection with this technique is based on certain characteristics that are considered to be closely related to previously known population characteristics [16]. The subjects of this study were 92 Psychology students of Universitas Hasanuddin who had passed and graduated from the "Moral Awareness and Intelligence"/"Kesadaran dan Kecerdasan Moral" course. This course was chosen as the research criteria because the goal of this course is to facilitate students to internalize better the character of MARITIM (Manusiawi/Humane, Arif/Wise, Integritas/Integrity, Tangguh/Strong, Inovatif/Innovative, and Mandiri/Independent) and to be better able to understand

what is right and wrong based on their ethics and his beliefs.

The Attitude Towards Gratification Scale used in this study is a scale with 23 items constructed by the researchers based on the attitude aspects described by Azwar, which are: cognitive, affective, and conative aspects [17]. The measurement scale of this measuring instrument is a Likert scale with 5 response options, which are: 0 = strongly disagree, 1 = disagree, 2 = neutral, 3 = agree, and 4 = strongly agree. The Basic Human Values variable in this study used the Personal Values Questionnaire-Revised (PVQ-RR) scale compiled by Schwartz et al. [18] and modified by us. The measurement scale used in this study is a Likert scale with 6 response options (1 = very like me, 2 = like me, 3 = somewhat like me, 4 = a little like me, 5 = not like me, and 6 = not at all like me). This scale consists of several types of values: self-enhancement, self-transcendence, openness to change, and conservation [19].

These two scales have undergone a validity test using the Confirmatory Factor Analysis (CFA) procedure using the JASP 0.13.1.0 and IBM SPSS Amos Version 24 software. These scales have also passed the reliability test process using IBM SPSS Statistics 24. Table 1 and Table 2 illustrate the results of validity and reliability tests carried out for both scales.

Table 1. Confirmatory Factor Analysis and Reliability Analysis for Attitude towards gratification Scale

Variable	Aspects	Cronbach's Alpha	RMSEA	N of Items
Attitude towards gratification	Cognitive	0,891	0,078	6
	Affective			10
	Conative			7
Total				23

Table 1 shows that the PVQ-RR Scale that consists of 51 items could be considered valid and reliable since all of the variable's RMSEA and Cronbach's Alpha exceed the standard (Cronbach's Alpha > 0.7, RMSEA ≤ 0.08). The variables used are basic human values consisting of two dimensions: self-enhancement/Self-transcendence and Openness to Change/Conservation. The researcher obtained scores from these two dimensions by reducing the two higher-order values with

contrast dimensions as Grigoryan and Schwartz did in their research [20]. The Self-Enhancement/Self-Transcendence (SE/ST) score is obtained by subtracting the Self-transcendence score with the Self-enhancement score. Likewise, the Openness to Change/Conservation (OC/CO) score is also obtained by subtracting the Conservation score from the Openness to Change score.

Table 2. Confirmatory Factor Analysis and Reliability Analysis for Personal Values Questionnaire-Revised (PVQ-RR) Scale

Variable	Cronbach's Alpha	RMSEA	N of Items
Basic Human Values	<i>Self-enhancement</i>	0,748	0,077
	<i>Self-transcendence</i>	0,849	0,08
	<i>Openness to Change</i>	0,812	0,067
	<i>Conservation</i>	0,809	0,073
Total			51

Table 2 points out that the Attitude Towards Gratification Scale, which consisting 23 items, is considered valid and reliable. This is due to the value of

RMSEA and Cronbach's Alpha exceeding the standard (Cronbach's Alpha > 0.7, RMSEA ≤ 0.08).

Table 3 Uji Bivariate Correlation

No	Variabel	1	2	3	4	5	6	7
1.	JK	1	0,030	0,076	0,103	0,031	0,040	-0,045
2.	Angkatan	0,030	1	.255*	0,079	0,009	0,034	0,055
3.	Suku Asal	0,076	.255*	1	.815**	-0,003	0,076	-0,090
4.	Budaya yang Diinternalisasi	0,103	0,079	.815**	1	-0,071	0,061	-0,127
5.	SE/ST	0,031	0,009	-0,003	-0,071	1	0,111	0,061
6.	OC/CO	0,040	0,034	0,076	0,061	0,111	1	.225*
7.	Sikap terhadap Tindakan Gratifikasi	-0,045	0,055	-0,090	-0,127	0,061	.225*	1

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

3. RESULTS

Table 3 shows that based on the results of the bivariate correlation test, it is known that there is a positive correlation between Attitude towards gratification and the dimension of the Openness to

Change/Conservation (OC/CO) with the value of 0.225. This shows that the higher an individual's OC/CO score (more internalizes the Conservation value), the more positive the attitude towards gratification. After the bivariate correlation test, the researcher performed multiple regression analyses.

Table 4. Output Coefficient T-Test

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	72.421	2,544		28,473	0,000
SE/ST	0,269	0,766	0,037	0,352	0,726
OC/CO	2,204	1,038	0,221	2,124	0,036

Table 4 shows that the OC/CO variable has partially influenced Attitude towards gratification. The indicated significance value is less than 0.05 (sig. < 0.05), which is 0.036. Otherwise, SE/ST did not have a significant value of less than 0.05 since the value is 0.726. Therefore, it is concluded that SE/ST do not contribute to one's attitude towards gratification.

Moreover, we look for the effective contribution and the relative contribution of both of these variables.

The effective contribution is percentage of the contribution of the independent variable, which is calculated from the overall prediction (21). The effective contribution is calculated by the following formula:

$$EC = \text{Beta}X \times r_{xy} \times 100\%$$

Note:

EC = Effective Contribution of independent variable (%)

$BetaX$ = Beta Coefficient of independent variable
 rx_{y} = Correlation Coefficient of independent variable and dependent variable.

The relative contribution is the comparison of relativity by one independent variable to the dependent variable under study [21]. The relative contribution can be calculated by the following formula:

$$RC = EC \times R_{square}$$

Note:

RCx = Relative Contribution of independent variable (%)

ECx = Effective Contribution of independent variable (%)

R_{square} = Coefficient of determination

Table 5 shows EC and RC calculation results from each value dimension:

Table 5. Effective Contribution (EC) & Relative Contribution (RC) Calculation Result

Values	Beta	Rxy	EC	RC
SE/ST	0.037	0.061	0,23%	4,42%
OC/CO	0.221	0.225	4,97%	95,58%

$R_{square} = 0.052$

Table 5 shows that the EC of OC/CO is 4.97%. Thus it can be concluded that the OC/CO variable contributes 4.97% to the Attitude towards gratification variable. The table above also shows that the variable OC/CO provides a relative contribution of 95.58%, while the variable SE/ST provides a relative contribution of 4.42%.

4. DISCUSSIONS

The regression analysis results carried out in this study showed a significant effect of the OC/CO variable on subjects' attitudes towards gratification. The regression coefficient between these two variables is positive, so it can be concluded that the more internalized the Conservation value (if the subject has a high OC/CO score), then the more positive the subject's attitude towards gratification. Therefore, there is an influence of the OC/CO value on Attitude towards gratification in Psychology students of Universitas Hasanuddin. Thus, values that encourage individuals to be more flexible or inflexible toward changes and existing arrangements influence the way subjects to respond to Gratification. The contribution given by this variable is 4.97% (effective contribution) on the Attitude towards gratification variable, where a contribution of 95.03% is given by other variables.

The results of this regression analysis encourage researchers to conduct verification interviews on several subjects of this study. The researcher conducted verification interviews with 3 subjects who had a positive attitude towards gratification and had a high OC/CO score. The three subjects explained that the OC/CO value dimension influences how individuals respond to gratification. The three subjects explained that individuals who internalize the value of Conservation will be more positive on perceiving gratification because they will prefer to do things that are natural around them than to do things that are not in accordance with the prevailing norms (such as not giving gifts/tips as a form of gratitude).

These results are in line with a study's result that states traditional values (values that encourage individuals to have respect, commitment, and acceptance of customs and ideas originating from a particular culture or religion) influence the individual obligation to give gifts [22]. In addition to the context of giving gifts, these results can be related to Azar's research regarding tipping, where the cause that encourages individuals to give tips is to get a feeling of fairness so that tipping behavior can prevent feelings of being shamed and guilt. These feelings are caused by the existing social norms, where individuals feel a sense of pride when complying with these norms and feel guilty and ashamed when violating these norms [23–26].

Feelings of pride and guilt generated by efforts to give or not give gratification are caused by a sense of obligation, where the obligation is formed to avoid social disapproval from the surrounding environment [27]. The sense of obligation is formed due to the need to be known and maintain social status [22]. Thus, giving gratification can produce a feeling of pride when one has given a tip or gift and at the same time avoid feelings of shame and guilt if one does not do so.

This can be related to rational choice theory, which is a theory that assumes that individuals have knowledge of various choices and the consequences of each of these choices [28] Therefore, the individual can make his choice to give gratification because the individual is aware of the choices that are faced against them and the various consequences of these choices. In the context of this study, the consequences are feelings of pride or feelings of shame and guilt resulting from efforts to give or not give gratification.

Giving gratification also shows a social psychological mechanism in the form of a norm of reciprocity. Reciprocity is a social norm that explains

that individuals should help and not hurt individuals who have helped them. In the relationship between the giver and the recipient of the gift, the recipient will try to achieve a state of reciprocity by doing the same thing. This causes an exchange of roles to achieve a state of reciprocity [29].

Efforts to balance this relationship can be associated with equity theory. This theory explains that individuals evaluate a relationship based on the benefits and costs that exist, but individuals will also pay attention to the balance that exists in the relationship. This theory explains that individuals will maximize the balance/justice in the relationship. When individuals perceive an imbalance, the individual will be motivated to make changes to the relationship so that a balance can be achieved [29]. It appears that by internalizing values that are obedient to the surrounding culture and norms, individuals can respond to gratification (which is tipping) positively to avoid social disapproval. This is due to the contribution of Conservation value, which encourages individuals not to disrupt the stability of expectations and social norms that already exist around them. This statement is supported by the verification interviews conducted on 3 respondents who were the subjects of this study. The results of the verification interview showed that the three subjects responded positively to gratification because they considered that gratification was already part of their culture. They also explained that although they are aware of the negative impact of gratification, gratification should not be eliminated because it also has a positive impact. This result can be supported by the explanation of Nguyen and Tsetsura, in which giving gifts can be interpreted as cultural norms or acts of corruption in certain contexts [30]. The result of the verification interview shows that gratification (either in the form of gifts or giving tips as a thank you) is part of Indonesian culture, so it appears that this positive attitude is formed because the subject defines gratification as a "cultural norm" and not as an "act of corruption." This can also be supported by the explanation of D'Souza, where individuals with a Western cultural background view gift-giving as an act of corruption, while Asian society sees it as a national culture [31]. This explanation is supported by the results of the descriptive analysis conducted in the study, where more subjects tend to respond positively to gratification (35.9% of the total number of subjects) compared to negatively (27.2% of the total number of subjects). The results of the descriptive analysis in this study also show that more subjects internalize the value of Conservation (29.3%

of the total number of subjects) compared to subjects who less internalize the value of Conservation (that is, by 27.2% of the total number of subjects).

The results of multiple regression analysis also show that the SE/ST dimension does not significantly influence the attitude towards gratification in Psychology students of Universitas Hasanuddin. In other words, values that encourage individuals to prioritize common interests or personal interests do not influence the way subjects respond to gratification. This result aligned with Saunders and Lynn's argument in the context of giving tips, they found that the attitude to help individuals did not affect the individual's decision to tip [32]. They explained that this is caused by the fact that tipping is not entirely due to the desire to help others because there is also a desire for tipping to gain social acceptance to offer the tip. This result can also be supported by the results of Lynn's research regarding tipping, where "kind"/"tender-hearted" individuals do not give more tips than "non-tender-hearted" individuals [33]. These various studies strengthen the results found in this study, where the value that encourages individuals to prioritize shared or personal interests do not influence the way individuals respond to gratification.

5. CONCLUSIONS

The results of the research indicate that OC/CO is a value dimension that positively influences attitude towards gratification for the subjects. Therefore, the more Conservation value (the value that encourages individuals to avoid change and obeys the existing order) is internalized by Psychology students of Universitas Hasanuddin, the more positive their attitude towards gratification will be. This research also shows that the dimension of SE/ST value (a dimension that describes the conflict between values that encourage individuals to achieve their interests and welfare or the welfare of others) does not affect the attitude of Psychology students of Universitas Hasanuddin towards acts of gratification.

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