

**DEMOGRAPHIC PROFILE, SELF-ESTEEM AND WORK MOTIVATION  
AMONG WORKING STUDENTS IN DIFFERENT BRANCHES OF  
JOLLIBEE FOOD CORPORATION IN DASMARIÑAS CITY**

Undergraduate Thesis  
Submitted to the Faculty of the  
Department of Social Sciences and Humanities  
College of Arts and Sciences  
Cavite State University  
Indang, Cavite

In Partial Fulfillment of the  
Requirements for the Degree of  
Bachelor of Sciences in Psychology

**MARIVIC Q. BISWELAN**  
**DINA A. MOJICA**  
April 2014



## ABSTRACT

**BISWELAN, MARIVIC Q. and MOJICA, DINA A. Demographic Profile, Self-Esteem and Work Motivation among Working Students in Different Branches of Jollibee Food Corporation in Dasmariñas City.** Undergraduate Thesis. Bachelor of Science in Psychology. Cavite State University, Indang, Cavite. April 2014. Adviser: Ms. Mary Joyce B. Eyaya.

This study explored the possibility of determining whether there is a significant relationship between the level of self-esteem and level of work motivation of working students in different branches of Jollibee Food Corporation in Dasmariñas City. It employed the Pearson Product-Moment Correlation for the statistics. The participants were the total population of working students in different branches of Jollibee Food Corporation in Dasmariñas City. The researchers used the descriptive-correlational method.

A Rosenberg Self-Esteem Scaled questionnaire was administered to determine the level of self-esteem of the participants. It was found out that the participants had a low level of self-esteem. And to determine the level of work motivation the Work Motivation Questionnaire were used. With regards to the level of work motivation, the participants exhibited a very high level.

The study revealed that out of the 144 participants, 97.3 percent range from sixteen to twenty four years old. Most of them fall under the three months of contract. The result revealed that working students of different branches of Jollibee Food Corporation Dasmariñas City had a low level of self-esteem, contrary with a very high level of work motivation.



Based on the result age and the level of self-esteem of the participants had a significant relationship. The result showed that age and the level of work motivation of the participants had no significant relationship. The number of contract being served and the level of self-esteem of the participant had no significant relationship. The number of contract being served and the level of the work motivation of the participants had no significant relationship and the level of self-esteem and the level of work motivation had no significant relationship.



## TABLE OF CONTENTS

	Page
APPROVAL SHEET .....	ii
BIOGRAPHICAL DATA .....	iii
ACKNOWLEDGMENT .....	v
ABSTRACT .....	vii
TABLE OF CONTENTS .....	ix
LIST OF TABLES .....	xi
LIST OF APPENDICES .....	xii
INTRODUCTION .....	1
Statement of the Problem .....	3
Theoretical Framework .....	4
Conceptual Framework .....	6
Hypotheses of the Study .....	8
Objectives of the Study .....	8
Significance of the Study .....	9
Scope and Limitation of the Study .....	10
Definition of Terms .....	10
REVIEW OF RELATED LITERATURE .....	12
Synthesis .....	22
METHODOLOGY .....	23
Research Design .....	23
Sampling Procedure .....	23



Participants of the Study .....	24
Time and Place of the Study .....	24
Data Gathering Procedure .....	24
Research Instrument .....	25
Statistical Treatment of Data .....	29
RESULTS AND DISCUSSION .....	31
SUMMARY, CONCLUSION AND RECOMMENDATIONS .....	42
Summary .....	42
Conclusion .....	44
Recommendations .....	45
REFERENCES .....	46
APPENDICES .....	50