

## Pengaruh Pemberian, Permintaan, Terima Kasih dan Utang Budi terhadap Kesiediaan Mengabulkan = The Effect of Favor Type, Request Type, Gratitude and Indebtedness on Compliance

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### Abstrak

Memberikan sesuatu sebelum meminta memperbesar peluang untuk dikabulkan. Kebanyakan penelitian menggunakan pemberian dan permintaan yang bersifat normatif. Belum diketahui kesiediaan mengabulkan jika pemberian ataupun permintaan kontranormatif. Tiga studi eksperimental dilakukan untuk memeriksa manakah di antara tipe pemberian dan tipe permintaan yang berpengaruh terhadap kesiediaan mengabulkan. Penelitian ini juga memeriksa dua mekanisme potensial yang berperan dalam kesiediaan mengabulkan, yaitu terima kasih dan utang budi. Studi pertama bertujuan untuk mengetahui efek biaya pemberian (low-cost, medium-cost, hi-cost) dan sifat permintaan (normatif vs. kontranormatif) terhadap kesiediaan mengabulkan. Ditemukan semakin tinggi biaya, semakin dikabulkan pemberian. Studi kedua bertujuan menguji efek sifat pemberian (normatif vs. kontranormatif) dan sifat permintaan (normatif vs. kontranormatif) terhadap kesiediaan mengabulkan. Hasil menunjukkan orang yang menerima pemberian kontranormatif, lebih bersedia mengabulkan permintaan. Meskipun demikian, permintaan normatiflah yang cenderung dikabulkan. Hasil juga menunjukkan semua pemberian (baik normatif maupun kontranormatif) menimbulkan rasa terima kasih dan utang budi. Ada indikasi utang budi memprediksi kesiediaan mengabulkan permintaan normatif. Studi ketiga bertujuan untuk mengetahui respon emosi manakah (terima kasih vs. utang budi) yang berpengaruh terhadap kesiediaan mengabulkan. Utang budi memprediksi kesiediaan mengabulkan permintaan kontranormatif. Dapat disimpulkan, pemberian biaya tinggi dan pemberian kontranormatif meningkatkan kesiediaan mengabulkan meskipun orang cenderung mengabulkan permintaan yang normatif saja. Utang budilah yang berperan dalam kesiediaan mengabulkan permintaan normatif dan kontranormatif.

.....Studies have suggested that giving favor before asking for a request is more effective than request alone. Experiments have showed consistent results, in which favor and request examined were limited to prosocial-normative favor and request only. Little is known on how much a person is willing to comply to request that violates the norms after benefit from favor that also violates the norms (counternormative). Three experiments were conducted to investigate the types of favor and types of request that influence compliance. These experiments examined two potential mechanisms contributed to compliance: gratitude and indebtedness. Experiment one was conducted to examine the effect of favor cost (low-cost, medium-cost, hi-cost) and type of request (normative and counternormative request) on compliance. Results found that the favor cost increased the compliance. Experiment two was conducted to examine the effect of type of favor (normative and counternormative favor) and type of request (normative and counternormative request) on compliance. The result found that counternormative favor increased compliance. However, normative request tended to be granted. Results also suggested that all favor evoked gratitude and indebtedness, however only indebtedness predicted compliance toward normative request. Experiment three was conducted to examine the role of gratitude and indebtedness on compliance. Results suggested that indebtedness predicted compliance toward counternormative request. In conclusion, hi-cost and

counternormative favor increased compliance. Normative request was more to be granted than counternormative request. Indebtedness was found as a predictor for compliance toward normative as well as counternormatif request.