

# INTERPERSONAL COMMUNICATION MOTIVES AS THE MEDIATOR BETWEEN GENDER ROLES AND JOB SATISFACTION OF WOMEN WORKERS IN GORONTALO

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**Abstract :-** Objective Purpose of the study was to determine the relationship between gender roles and job satisfaction mediated by interpersonal communication motives. Methods It was conducted in the city of Gorontalo, Indonesia, involving 396 respondents. The instruments were adapted from Bem Sex Role Inventory (BSRI), Interpersonal Communication Motives (ICM) and Job Satisfaction Scale (JSS) and analyzed using Macro PROCESS program. Results, Results are showed a negative correlation at -0.0219 between gender roles and job satisfaction. However, there is a significant relationship between gender roles and job satisfaction through a mediator of interpersonal communication motives with indirect effect coefficient at 0.0388. Conclusions It is known that, interpersonal communication motives become the most important mediator variable bwtween gender roles and job satisfaction. The higher gender roles of women workers tend to reduce job satisfaction. However, through the better interpersonal communication motives, the higher gender roles tend to increase their job satisfaction.

**Keywords:** Interpersonal Communication, Gender Roles, Job Satisfaction, Gorontalo.

## I. INTRODUCTION

### A. Background of Study

In his research related to job satisfaction of women and working mothers, Buzzi (1996) gained the main findings, namely several variables (gender roles of masculine and feminine, beliefs about the work of maternal separation, outdoor activities, and personality style fun, satisfaction dyadic, and income level) are found, significantly related to job satisfaction of working mothers. Background variables of age, the amount of housework and child care, partner status, minority status and tenure, are also associated with job

satisfaction at statistically significant level. The study confirmed the dissatisfaction with income inequality and promotional opportunities experienced by women working. Furthermore, in study of Fortune 500 companies, Stroh, Brett and Reilly (1996) showed that, women more often than men leave their managerial position after 2 years (Grobelny and Wasiak, 2010).

In other studies, Grobelny and Wasiak (2010) investigated the cognitive aspects which differ from job satisfaction (coworker, boss, job content, working facilities, organization and management, opportunities for development, revenue), the positive and negative impacts on employment and their relationship with the orientation of gender roles of women occupying managerial and non-managerial positions. Studies from Rodwell, Kienzle and Shadur (1998) later found a direct relationship between communication, teamwork, job satisfaction, and commitment. Studies by Pettit, Goris and Vaught (1997) also examined organizational communication as a mediator on the correlation between job satisfaction and accomplishment. They found that communication is supported as a predictor of job satisfaction (Glatfelter, 2000).

Interpersonal communication in recent years, have consistently been placed high as a necessary condition to conduct a successful job performance in organization (Bambacas and Patrickson, 2008). Anderson and Martin (1995) later found a growing body of research which explains the motives of public communication in interpersonal satisfaction. Employees who communicate with their superiors for pleasure and not just to gain time (escape), reported high satisfaction with the boss. In fact, the relationship between motive and superior satisfaction showed the importance of communication in satisfying the needs of the superior and subordinate.

Indonesia, as a democracy republic, it also seems the conditions are less, in maximizing the potential career of women and women's labor. It can be seen from the political

and democratic structures, the number of represented women have been decreased in the election. The representation of women in parliament in 2009, amounted to 103 women or 18%, whereas in 2014, all of women candidates who had been elected, did not reached 80 or only 14% (source: Data DPR-RI). Furthermore, the International Labor of Organization (2014) for Indonesia reported that, efforts to support women gain employment in the formal economic sector already exist, such as gender quotas in parliament and flexible working hours, but further efforts are needed to bridge the gap between the quality of employment in sectors dominated by women and the regulations allowing maternity leave. Labor Act of 1948 even in detail to give protection of women workers, but in reality, there are many events that turned out to ignore the rules (Nugroho, 2008).

In Gorontalo, it seems the limitations of women in work and career advancement in a particular position. Prominent female figures and the important role of Gorontalo amounted to very little, for example Hana Hasanah Fadel Muhammad, who became one of the senator, Winarni Monoarfa who served as Secretary of Gorontalo province, and Prof. Moon Otoluwa as Dean of the Faculty of Literature and one of the Professor of the State University of Gorontalo. On the other hand, the number of educated women who completed education up to college is not little. In academic year of 2011/2012, for example, the numbers of women who continued their education up to college in Gorontalo, were 8982 female students (source: Indonesia Educational Statistics in Brief).

## II. THEORITICAL FRAMEWORK

### A. Job Satisfaction

Job satisfaction has been defined by Herzberg (1967) as the general feeling possessed an individual about his work, and it is influenced by various factors. Brief (1998) further defined job satisfaction as an internal state that expressed the cognitive and affective in evaluating the work of experienced. Within this definition, it is important to note the presence of both affect (emotional state) and cognition (appraisal). Thus, Brief (1998) was consistent with Locke (1976), argued that job satisfaction came from the interaction of thoughts and feelings, or the cognitive and emotional aspects (Grobelyny and Wasiak, 2010). In the operation of the measuring instrument, Warr and Inceoglu (2012) also argued that, job satisfaction has previously been conceptualized as a passive acceptance of the situation which is satisfactory (in relative terms) by an employee, and according to Warr, Cook and Wall (1979), the "satisfactory situation" can be based on intrinsic factors (eg., affective bonds) and extrinsic factors (eg., wages) (Heritage, Pollock and Roberts, 2014).

### B. Interpersonal Communication Motives

Schutz (1966) described that, Interpersonal Communication Motives or ICM comes from the perspective that people have basic needs for social interaction and they want to establish a proper relationship. Based on a scale of Schutz Firo-B (Fundamental Interpersonal Relations Orientation-Behavior) and approach of Uses and Gratification (Katz, Blumler and Gurevich, 1974), Rubin, Perse, and

Barbato (1988) identified six patterns of interpersonal communication: (1) pleasure, the need to have fun; (2) affection, or the need to exchange the attention and concern; (3) inclusion, the need to be part of the group or to insert others in a group; (4) escape, the need to divert one's mind from certain duties; (5) the relaxation, the need to relieve stress; and (6) control, the desire to dominate others (Hwang, 2014). The motive of interpersonal communication is the reason why people talk to each other. Rubin and colleagues (1988), build their discussion of interpersonal communication motives in the framework of the UGT (Uses and Gratification Theory), which meant that people are aware of their needs and make a conscious choice to meet their needs through communication.

### C. The Scheme of Gender Role

In 1975, Sandra Bem developed psychological measurement known as Bem Sex Role Inventory (BSRI). The tool can be used to assess compliance with the personality traits of the type of gender roles to determine whether an individual is very masculine, feminine, androgynous, or undifferentiated. BSRI treats masculinity and femininity as separated scales, not the end of the same scale (Schneider, 2007). Bem's theory held that individuals may experience greater psychological satisfaction in their own lives as they interpret interactions with others if they can remove the layers of culture imposed on them (Schneider, 2007). Parameter of gender roles are often debated in the social sciences. Because the work of Sandra Bem, however, many theorists and researchers have recognized the difference between a person's biological sex and the psychological sex or gender role (Gross, 2002). Bem (1974) was the first person to argue about the exclusive dichotomy of gender roles and define the four categorization of gender roles. Individuals are typed into four gender roles, which allow them classify themselves, based on the the scores of masculinity and femininity.

### D. Women Workers

The process of becoming a woman begins with biological sex, but is formed by studying the social expectations such as gender roles. Culture is an important factor to determine the appropriate role for men and women, as well as shaping life and relationship of people. Related to the culture, in addition to sex and gender roles, women's social status also defines their interpersonal relationships. Level of education, age, marriage and motherhood are some of the pillars of the variables that determine social status. With the development of technology and changes in the modern world, the perception of the role of women also changed. Powers and Reiser (2005) stated that, at this time, women can be anything they want and they are responsible for their own lives. But there has been widespread debate about how fast they can change. In this case, examination of the effects of changes in women's life, are useful for forming the healthy development (Erden and Imamoglu, 2013).

In national development in Indonesia, the nature of increasing role of women in particular, is improving the status, roles, capabilities, mental and spiritual self-reliance and resilience of women. In decade of the 70s, the awareness on the role of women is realized in the approach of the program

"Women in Development" or WID. From then on, WID has been used as an approach to women's issues and development with most ideas, concepts and solutions based on the paradigm of modernization (Nugroho, 2008). The approach of WID is to give attention to the productive role of women in development, such as initiatives to develop better technology and appropriate in order to increase women's workload. The goal is to emphasize the labor productivity of women, particularly, with regard to women's earnings (Nugroho, 2008).

#### E. Hypothesis

1. There is a relationship between Gender Roles and Job Satisfaction.
2. There is a relationship between Gender Roles and Job Satisfaction, through the mediator of Interpersonal Communication Motives.
3. There is a relationship between certain motives of Interpersonal Communication Motives (direct and indirect) to the tendency of Job Satisfaction.

### III. RESEARCH METHOD

#### A. Participants

Based on data obtained from the Central Bureau of Statistics of Gorontalo Province, the total of women workers (of reproductive age 15 and over) residing in the city of Gorontalo is 39.508 women. One of the sampling formula using Slovin's, with a yield of 396 samples decided to represent the whole population.

Sampling of Women Workers in Gorontalo City

No	Location of Sub-district	Number of Women Workers
1	Kota Utara	38
2	Kota Tengah	59
3	Kota Timur	115
4	Kota Selatan	73
5	Kota Barat	32
6	Dungingi	10
7	Hulonthalangi	25
8	Sipatana	28
9	Dumbo Raya	16
	<b>Total</b>	<b>396</b>

(source: demographic data collected on questionnaire)

As it seen on the table, sub-district of Kota Timur became the location of highest sample acquisition, because the district is in the central of offices location in the city of Gorontalo.

#### B. Instruments

##### 1) Job Satisfaction Scale (JSS)

Job Satisfaction Scale (JSS) owned by Warr, Cook and Wall (1979) is a measure that is widely used on job satisfaction in psychological research to industrial/organizational (I/O) and practice (Heritage, Pollock and Roberts, 2014). It contains 15-item of scales that shows

quantitative extrinsic factors underlying the intrinsic/ related to job satisfaction. Construction of Job Satisfaction measured using item developed by Warr and colleagues. Overall, there is a 15-item quantitative measuring instrument. The scale is also a Likert-type scale, as outlined by Warr and colleagues (Turner, Ross and Ibbetson, 2011).

##### 2) Interpersonal Communication Motives (ICM)

Interpersonal communication motives scale used in this study refer to the Interpersonal communication motives belongs to Rubin (1988), which includes six aspects, namely: pleasure, affection, inclusion, escape, and control. These six dimensions have been used several times before, to be an indicator of a person's interpersonal communication motives which consists of 18 items statement. Dimensions of interpersonal communication motives are scale of the translation and the scale have been tested for its validity and reliability by previous researchers (Rubin, Palmgreen and Sypher, 2004).

##### 3) Bem Sex Role Inventory (BSRI)

BSRI scale that has been translated by Fikrah Wathani (2009) and reused by Rojihah (2015) consists of three components characteristic of gender roles, namely: (1) Characteristics of Feminine, (2) Characteristics of Masculine and (3) Characteristics of Neutral. Furthermore, the subject will be grouped into four gender roles by looking at the score obtained subject in each sub-component of masculine and feminine components. The total score obtained in BSRI can categorize people on one of the four existing gender roles (masculine, feminine, androgynous and undifferentiated). BSRI consisted of 20 item characteristic of masculine, 20-item feminine characteristics and 20-item characteristics that are neutral. Overall numbers are 60 items.

#### C. Mediator Analysis Using PROCESS

PROCESS program is a data analysis using SPSS and SAS Macro for v2.16, which was developed by Andrew Hayes (2004). PROCESS is a computational tool for pathway analysis based on moderation and mediation analysis, as well as its integration in the form of Conditional Process Analysis or conditional process model (Hayes 2013). The model is known as Simple Mediation. In the analysis of mediator, focused on the estimation of the indirect effects of X on Y through an intermediary mediator variable M, causally located between X and Y (Hayes, 2015). Index-moderated mediation quantifies the relationship between the proposed mediator and indirect effects of X on Y through M. This applies to any model of mediation when indirect effects are estimated as linear mediator.

### IV. RESULTS AND DISCUSSION

Mediator Analysis between Interpersonal Communication Motives, Gender Role and Job Satisfaction

In finding the relationships between the three variables directly and indirectly, there is a model appear:

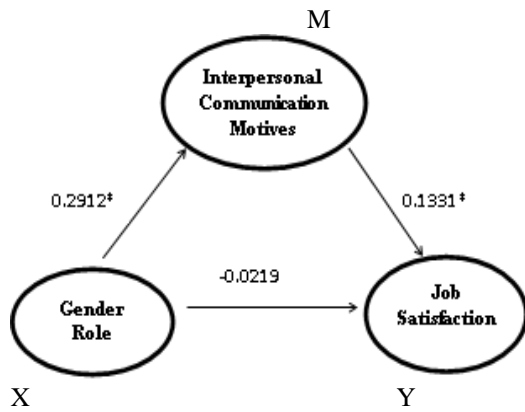


Figure 1. Path Diagram of overall variables  
(source: A simple mediation model by Andrew Hayes, 2013)

The relationship between these variables also presented in the table of measurement:

#### Measurement of Direct dan Indirect Effect

Exogenous	Endogenous	Mediation	Coefficient		
			Direct	Indirect	Total
GR	ICM	-	0.2912*	-	0.2912
ICM	JS	-	0.1331*	-	0.1331
GR	JS	ICM	-0.0219	0.0388*	0.0169

Source: Analysis of Mediator using PROCESS

Abbreviation: GR : Gender Roles

ICM : Interpersonal Communication Motives

JS : Job Satisfaction

From the result of data presented on the table above, It is known that, the coefficient direct effect of gender roles on interpersonal communication motives at 0.2912 with probability of 0.0007. It indicates that, the variable of gender roles are positively and significantly correlated with variables of interpersonal communication motives. It means that, the higher gender roles on a person, the motives of its interpersonal communication tends to be better. Gender role meant in this research is gender role of androgyny with the average value of a maximum of 2,834.

The coefficient direct effect of interpersonal communication motives on job satisfaction at 0.1331 with probability of 0.0018. It suggests that, interpersonal communication motives variables are positively and significantly correlated with job satisfaction variables. It means that, the better one's interpersonal communication motives, then tend to increase her job satisfaction.

Coefficient direct effect of gender roles on job satisfaction at -0.0219 with probability equal to 0.7635. It suggests that, gender roles are negatively correlated variables and no significant effect on job satisfaction variables. It shows that, the higher gender roles on one person, it tends to reduce the person's job satisfaction. However, the reduction was not significant.

Coefficient indirect effect of gender roles on job satisfaction through interpersonal communication motives is at 0.0388. It indicates that, the variable of gender roles correlate positively and significantly related to job satisfaction variables through the variable of interpersonal communication motives. It means that, interpersonal communication motive

## V. DISCUSSION

Relationship between Gender Role and Job Satisfaction through the Interpersonal Communication Motives

In accordance with the existing path analysis ( $X \rightarrow M$  and  $M \rightarrow Y$ ), then it is known that there is a relationship between gender roles and job satisfaction through interpersonal communication motives. It is known that, gender roles and interpersonal communication motives ( $X \rightarrow M$ ) has a significant relationship, then the interpersonal communication motives and job satisfaction ( $M \rightarrow Y$ ) also has a significant relationship. Because both of these pathways are significant, it can be stated that, there is a significant relationship between gender roles and job satisfaction through the mediator of interpersonal communication motives. Thus, the motive of interpersonal communication is capable of mediating gender roles and job satisfaction of women workers in Gorontalo city.

In addition, from the path analysis, it is known that, the coefficient of direct effect on gender roles is negatively related to the job satisfaction. It means that, a stronger gender roles tend to decrease job satisfaction. Conversely, indirect effect coefficient of gender roles and job satisfaction through the mediator of interpersonal communication motives showed a positive and significant correlation. It means that, interpersonal communication motives is needed as a mediator variable between these two variables, so that, gender roles can improve job satisfaction to women workers in Gorontalo city.

### A. Interpersonal Communication Motives as the

#### 1) Mediator Variable

It is found that, interpersonal communication motives play an important role to become a mediator variable in relationship between gender roles and job satisfaction of women workers in Gorontalo city. The finding proved by the coefficient of direct and indirect effect on the effect of each variable. Coefficient direct effect of gender roles on interpersonal communication motives at 0.2912 with probability of 0.0007, indicates that gender roles positively and significantly correlated with interpersonal communication motives. It means that, the higher a person's gender roles, the motives of its interpersonal communication tends to be better. The gender role refers to androgyny.

The coefficient direct effect of interpersonal communication motives on job satisfaction at 0.1331 with probability of 0.0018, indicates that, interpersonal communication motives correlate positively and significantly with job satisfaction. It means that, the better one's interpersonal communication motives, then tend to increase her job satisfaction. Coefficient direct effect of gender roles on job satisfaction at -0.0219 indicates that, gender roles are negatively correlated and no significant effect on job satisfaction variables. It shows that, the higher of person's gender roles, it tends to decrease the person's job satisfaction.

Coefficient after, shows the relationship between variables X and Y using variable M as mediator. The results obtained once answered assumptions are offered on hypothesis 3. Coefficient indirect effect of gender roles on job satisfaction through interpersonal communication motives at 0.0388

indicates that, gender roles correlate positively and significantly related to the job satisfaction through interpersonal communication motives. It means that, interpersonal communication motives generated by the higher gender roles, tend to improve job satisfaction. In contrast, the correlation coefficient between the direct effect of gender roles and job satisfaction is negative. Thus, interpersonal communication motives play an important role to mediate gender roles and job satisfaction.

#### B. Trends of Interpersonal Communication Motives on the Job Satisfaction

Each dimensional motive analyzed further to see the greatest dimension of the effect, either directly or indirectly, among the other dimensions in relationship to the gender roles and job satisfaction. Serves as mediator variables, each motive on interpersonal communication motives is further analyzed to find the tendency.

From the analysis of the direct and indirect effects, it is known that, the motive of affection, inclusion and relaxation into motive, appears most frequently and have a positive effect directly in improving women workers' job satisfaction. Thus, from the analysis of each motive of interpersonal communication motives, it is known that there are certain motives on interpersonal communication motives that tend to increase job satisfaction. There are three motives: affection, inclusion and relaxation are proven to increase job satisfaction of women workers in Gorontalo city. On the other hand, the motives of pleasure and relaxation became the most common motives which indirectly mediate the stronger gender roles in increasing job satisfaction of women workers in Gorontalo city. Therefore, as a mediator variable, there are two interpersonal communication motives of the most widely held by women workers in Gorontalo city, the motive of pleasure and relaxation.

#### C. Research Limitations

On its implementation, the study can not be separated from some of the weaknesses and limitations that have affected the results, namely:

1. The demographic data of participants, did not take into account of the cultural or ethnic background of the respondents, that have the potential to enrich the analysis of research and questionnaire distribution locations include areas that are too broad, not focused on the same type of company or the same the kind of work, for example, only be deployed on enterprise, any banks or the government agencies alone, so that the data obtained in this study were too heterogeneous to be analyzed.

2. At the stage of filling the questionnaire, there was a possibility of social desirability by the respondent, that the results of the statement in accordance with the expectations of society (faking good), especially on the job satisfaction questionnaire (likely to be satisfied). The charging time when the questionnaire, made in side lines of work or after work, so there was a possibility that respondents were less focused because of fatigue work in filling each item, so, there was a questionnaire filled incomplete and became unusable data.

3. The number of samples obtained were not evenly distributed throughout the districts, there are districts that

gained respondents more than other districts. In addition, the number of women workers in each company and institution in Gorontalo are different. There are a number of employees, where the women are less than men. Initially, the number of samples which intended to achieve on each district, were the same.

4. Limitations in obtaining appropriate references, for examples, related to the lack of research in the study of interpersonal communication in quantitative methods conducted by researchers' performance field of communication studies in Indonesia, which resulted in the use of references deemed suitable, but came from studies on the field of other sciences.

Based on analysis of the data have been processed, demonstrated and discussed in previous Chapter, it could be concluded as follow:

1. There is a negative relationship between gender roles and job satisfaction. However, there is a positive relationship between gender roles and job satisfaction through interpersonal communication motives as the mediator. Based on these findings, it is known that the higher gender roles or the more androgyny owned by a women workers in Gorontalo city, it tends to reduce their job satisfaction. Instead, through the better interpersonal communication motives, the higher or more androgyny gender role of a women workers in Gorontalo city, tend to increase their job satisfaction.

2. Interpersonal communication motives known to be the most important variable in mediating the two other variables, namely gender roles and job satisfaction. Without interpersonal communication motives, the stronger gender roles tend to reduce job satisfaction, so that women workers in Gorontalo city with high personal qualities (androgyny) will tend to be dissatisfied with her job. Interpersonal communication motives which is tend to be owned by women workers in Gorontalo are the motive of pleasure, the motive of affection (affection), the motive of inclusion, and the motive of relaxation.

#### Suggestion

#### D. Theoretical Suggestion

1. Related to the design in future studies, it is advisable to find more links, contained in the variables used in this study, which allow the position of each variable is changed, it is even possible to increase the presence of other variables that are linked to the theme of Interpersonal Communication studies. It can also be take into assume other attributes on the individual, which may affect the results, such as cultural differences of participants.

2. It is recommended to use a scale of interpersonal communication motives belong to Rubin (1988), which is often used in international studies and have also been tested for its validity and reliability (researchers do not need to develop their own measuring tools) to be combined with other variables in the study of communication science, or interdisciplinary sciences, for example, psychology, which can contribute to a more diverse in developing quantitative communication research. In using interpersonal communication questionnaires, it is advisable to use other suitable measuring devices which are still formed in self-reports, that did not give an answer right and wrong

tendencies towards the perception of participants when choosing item, at the time they fill out the questionnaires.

#### E. Practical Recommendation

1. The results of the study can be used by agencies and companies in Gorontalo for the benefit of the process of recruiting employees (eg, supporting psychological selection stage) in order to identify gender roles associated with the motive of interpersonal communication tend to be owned by prospective employees (especially women) from the beginning. The results of such tests can be used to get the mapping of the position corresponding to the prospective employee who pass the selection, so it is a predictable, what levels of job satisfaction they want to achieve in a career, which can share the benefits to the corporate and her own self development, particularly in work.

2. The research is expected to open up opportunities for further research to find a wide range of phenomena in interpersonal communication studies, which is the results known is still very limited explored and measured through quantitative methods. Instead, the communication research conducted quantitatively more frequent touching of mass communication and media studies. The encouragement to examine the phenomenon of communication at the level of interpersonal, expected to be given a place in its development, namely the construction of areas of concentration interpersonal communication as a specialization of its own, at the faculty or department of communication science at the university that already exist in Indonesia. Thus, it is possibly increasing and attract the number of the students who want to study in the area and become interested to enrich research in the field of interpersonal communication studies.

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