

Abstract

“The study of the relationship between adversity quotient, job burnout and self-efficacy: a case study of a nutrition and beauty counsel company.” is a survey research. The purposes of this study are as follows: to study levels and relationships of adversity quotient, job burnout and self-efficacy and also to design an equation for predict self-efficacy from adversity quotient and job burnout.

The population consisted of 135 counsellors in a nutrition and beauty counsel company. The data was collected by a questionnaire. 103 completed sets were returned (equivalent 76.30 percent of all the questionnaires).

The instrument consisted of 4 parts; Part 1: Five categories of Personal Factors included sex, level of education, status, age and year of experience; Part 2: forty items measuring adversity quotient; Part 3: Twenty four items measuring job burnout and Part 4: Sixteen items measuring self-efficacy.

The statistical measures used are frequency, percentage, arithmetic mean, standard deviation, Pearson’s product moment correlation and stepwise multiple regression analysis. The results of this study were as follows:

1. Counsellors of a nutrition and beauty counsel company had high level of adversity quotient, had low level of job burnout and had normal level of self-efficacy.

2. There was positive relationship between adversity quotient and self-efficacy. When consider each dimensions of adversity quotient, we realized that, there was positive relationship between each dimension of adversity quotient and self-efficacy.

3. There was negative relationship between adversity quotient and job burnout. When consider each dimensions of adversity quotient, we realized that, there was negative relationship between each dimension of adversity quotient and job burnout. Additionally, the results indicated that there was negative relationship between adversity quotient and each dimension of job burnout.

4. Obviously we have learnt that self-efficacy and job burnout are negative related including all dimension of job burnout.

5. 41.30 percents of depersonalization, reduced personal accomplishment and reach can predict self-efficacy.