



## **The Role of Social Comparison Orientation towards Self-Improvement**

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**Abstract.** Humans aspire to achieve a great quality of life. This aspiration manifests into efforts of self-improvement. Individuals reflect self-improvement based on certain standards, and social comparison is known to be helpful for an individual's self-improvement. This study aims to determine the role of social comparison orientation towards self-improvement. A number of 314 Indonesians (Male = 74, Female = 240) participated in this study through survey method. Social comparison orientation was measured using an adaptation of the *Iowa Netherlands Comparison Orientation Measure*, a multidimensional scale. Self-improvement was measured by the *Scale of Readiness for Self-Improvement*. Results indicate that social comparison orientation contributes a significant role towards readiness self-improvement. Multiple regression analysis reported that SCO dimension of ability negatively contributed to readiness for self-improvement, whereas SCO dimension of opinion contributed to increased readiness for self-improvement. This study implies that in strengthening readiness for self-improvement, individuals should engage more frequently and extensively in upward comparison of opinions, beliefs, or ideas, rather than abilities.

**Keywords:** *social comparison; self-improvement*