

**PANGHUNAHUNA SA KAUGALINGON: TRAITS, STRIVINGS,
HAPPINESS, AND RELIGIOUS ORIENTATION IN
THE LENS OF THE FIVE-FACTOR MODEL**

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ABSTRACT

The influence of personality traits, strivings, happiness, and religious orientation on self-concept were studied on 101 women who live within Iloilo city and who subscribe to a folk healer, specifically to a *manughilot*. Levene's test indicated that the sample was homogeneous. Respondents were made to answer a battery of tests, namely International Personality Item Pool – NEO – 120, Religious Orientation Scale, Oxford Happiness Questionnaire, Self-concept Clarity Scale, and Personal Striving Checklist. Cronbach alpha was measured for the reliability. Moreover, validity of the scales were measured using Pearson product-moment correlation for both convergent and divergent. An interview was also conducted among five respondents wherein the qualification was based on the number of consultation visits with the *manughilot*, the highest and lowest were chosen. Using the Multiple Analysis of Variance, the four aforementioned variables did not significantly differentiate self-concept. The results of this study run contrary to the hypotheses and framework.