

ABSTRAK

Miftahul Jennah. 190541100075. Program Studi Psikologi. Pengaruh *Self Efficacy* Terhadap *Personal Growth Initiative* Pada Pelaku UMKM Wisata Di Pesisir Selatan Bangkalan.

Penelitian ini bertujuan untuk mengetahui pengaruh *self efficacy* terhadap *personal growth initiative* pada pelaku UMKM wisata di pesisir selatan Bangkalan. Responden dalam penelitian ini adalah individu yang bekerja di sektor UMKM yang berada di kawasan wisata di wilayah pesisir selatan Kabupaten Bangkalan dengan jumlah 100 responden. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling*. Instrumen dalam penelitian ini adalah skala *self efficacy* dan skala *personal growth initiative*. Analisis yang digunakan dalam penelitian ini adalah uji regresi linier sederhana dengan bantuan program SPSS 26 for windows. Hasil penelitian ini menunjukkan nilai F 238,331 dengan nilai signifikansi 0,000 ($0,000 < 0,05$) yang artinya hipotesis diterima, artinya terdapat pengaruh *self efficacy* terhadap *personal growth initiative* pada pelaku UMKM wisata di pesisir selatan Bangkalan. Berdasarkan nilai R Square sebesar 0,709 dapat diidentifikasi bahwa *self efficacy* memengaruhi *personal growth initiative* sebesar 0,709 atau 70,9%. sedangkan sisanya 29,1% dipengaruhi faktor lain.

Kata Kunci: *Self Efficacy*, *Personal Growth Initiative*, UMKM.

ABSTRACT

Miftahul Jennah. 190541100075. Psychology Study Program. The Effect of Self-Efficacy on Personal Growth Initiative in Tourism UMKM Actors on the South Coast of Bangkalan.

This study aims to determine the effect of self-efficacy on personal growth initiatives in tourism UMKM on the south coast of Bangkalan. Respondents in this study were individuals who worked in the UMKM sector in tourist areas in the southern coastal region of Bangkalan Regency with a total of 100 respondents. This study uses a quantitative approach with a purposive random sampling technique. The instruments in this study were the self-efficacy scale and the personal growth initiative scale. The analysis used in this study is a simple linear regression test with the help of the SPSS 26 for windows program. The results of this study show an F value of 238.331 with a significance value of 0.000 less than 0.05 ($0.000 < 0.05$), which means that the hypothesis is accepted, in other words there is an influence of self-efficacy on personal growth initiatives in tourism UMKM actors on the south coast of Bangkalan. Based on the R Square value of 0.709, it can be identified that self-efficacy influences personal growth initiatives by 0.709 or 70.9%. while the remaining 29.1% is influenced by other factors.

Keywords: Self Efficacy, Personal Growth Initiative, UMKM.