

PENGARUH *SELF EFFICACY* TERHADAP RESILIENSI PEREMPUAN PELAKU UMKM PASAR DESA PURWOHARJO DAN KRADENAN KABUPATEN BANYUWANGI

Adiba Luna Mahiya Putri Susanto¹, Panca Kursistin Handayani², Ria Wiyatfi Linsiya³

Universitas Muhammadiyah Jember
alunadib@gmail.com
Fakultas Psikologi, Universitas Muhammadiyah Jember

INTISARI

Perempuan pelaku UMKM menghadapi berbagai tantangan dalam menjalankan usaha, seperti persaingan, fluktuasi pendapatan, dan tuntutan peran ganda yang dapat memengaruhi kemampuan mereka untuk bertahan dalam menghadapi kesulitan. Oleh karena itu, resiliensi menjadi kemampuan yang penting dimiliki. Salah satu faktor yang memengaruhi resiliensi adalah *self efficacy*. Penelitian ini bertujuan untuk mengetahui pengaruh *self efficacy* terhadap resiliensi pada perempuan pelaku UMKM di Pasar Desa Purwoharjo dan Kradenan Kabupaten Banyuwangi. Penelitian menggunakan pendekatan kuantitatif dengan analisis regresi linear sederhana. Populasi penelitian berjumlah 117 perempuan pelaku UMKM yang seluruhnya dijadikan sebagai sampel penelitian menggunakan teknik total sampling. Instrumen penelitian menggunakan skala *self efficacy* dari Bandura dengan nilai Cronbach's Alpha sebesar 0,800 dan skala resiliensi dari Wagnild dan Young dengan nilai Cronbach's Alpha sebesar 0,892. Analisis data dilakukan menggunakan IBM SPSS versi 32. Hasil penelitian menunjukkan bahwa *self efficacy* tidak berpengaruh secara signifikan terhadap resiliensi ($p = 0,374 > 0,05$), sehingga H_1 ditolak dan H_0 diterima. Artinya, tingkat *self-efficacy* tidak menjadi faktor penentu yang memengaruhi *resiliensi* para perempuan pelaku UMKM tersebut dalam menghadapi tantangan usahanya. Hasil uji deskriptif menunjukkan bahwa tingkat resiliensi mayoritas pelaku UMKM tergolong rendah (51%), di mana tingginya aspek pemaknaan usaha (*meaningfulness*) ternyata tidak diimbangi dengan aspek ketekunan (*perseverance*) saat menghadapi tekanan. Selain itu, variabel *self-efficacy* juga didominasi kategori rendah (56%), yang berarti meski responden merasa sanggup menghadapi tingkat kesulitan tugas (*level*), mereka masih sangat kurang dalam aspek keteguhan diri (*strength*) untuk bangkit dari kegagalan.

Kata Kunci: Perempuan, Resiliensi, *Self Efficacy*, UMKM

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1. Peneliti
 2. Dosen Pembimbing 1
 3. Dosen Pembimbing 2

**THE EFFECT OF SELF EFFICACY ON THE RESILIENCE OF WOMEN
UMKM ACTIVITIES IN THE VILLAGE MARKETS OF PURWOHARJO
AND KRADENAN, BANYUWANGI REGENCY**

**Adiba Luna Mahiya Putri Susanto¹, Panca Kursistin Handayani², Ria
Wiyatfi Linsiya³**

Universitas Muhammadiyah Jember

alunadib@gmail.com

Faculty of Psychology, Muhammadiyah University of Jember

ABSTRACT

Female UMKM owners face various challenges in running their businesses such as competition, income fluctuations, and the demands of dual roles which can impact their ability to endure adversity. Consequently, resilience is a crucial attribute. One factor influencing resilience is self-efficacy. This study aims to determine the effect of self-efficacy on the resilience of female UMKM owners at the Purwoharjo and Kradenan Village Markets in Banyuwangi Regency. A quantitative approach utilizing simple linear regression analysis was employed. The study population consisted of 117 female UMKM owners, all of whom were included in the sample using a total sampling technique. The research instruments used were Bandura's self-efficacy scale (Cronbach's Alpha = 0.800) and Wagnild and Young's resilience scale (Cronbach's Alpha = 0.892). Data analysis was conducted using IBM SPSS version 32. The results indicate that self-efficacy does not significantly affect resilience ($p = 0.374 > 0.05$); thus, H_1 was rejected and H_0 was accepted. This implies that the level of self-efficacy is not a determining factor influencing the resilience of these female UMKM owners when facing business challenges. Descriptive analysis revealed that the majority of MSME owners (51%) exhibited low levels of resilience; a high score in the "meaningfulness" aspect was not matched by a high score in "perseverance" when facing pressure. Furthermore, the self-efficacy variable was also dominated by the low category (56%), indicating that although respondents felt capable of handling task difficulty levels, they lacked the "strength" (personal fortitude) required to bounce back from failure.

Keywords: *UMKM, Resilience, Self-Efficacy, Women*

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1. Researcher
 2. Supervisor 1
 3. Supervisor 2