

PENGARUH SELF-EFFICACY TERHADAP NEED FOR ACHIEVEMENT PADA ENTREPRENEUR DALAM MENGHADAPI ERA DIGITALISASI KOTA YOGYAKARTA

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ABSTRAK

Entrepreneur dalam memiliki keinginan untuk menyelesaikan tantangan pada era digitalisasi sangatlah penting untuk keberlanjutan dan perkembangan usaha yang dijalankan. Memasuki era digital terjadi perubahan pada budaya baru yaitu muncul jenis interaksi modern berbasis elektronik atau e-commerce yang faceless. Oleh karena itu, masih terdapat sebagian besar UMKM di Kota Yogyakarta belum memanfaatkan teknologi dalam usahanya. Dibutuhkannya need for achievement mendorong pelaku UMKM untuk memiliki daya juang yang tinggi, menikmati proses usahanya, dan menyukai tantangan. Pentingnya self-efficacy diharapkan dapat memberikan peningkatan need for achievement. Tujuan penelitian ini untuk mengetahui pengaruh self-efficacy terhadap need for achievement pada entrepreneur dalam menghadapi era digitalisasi Kota Yogyakarta. Metode penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan uji regresi linear sederhana dengan bantuan SPSS versi 25.0. Subjek penelitian ini berjumlah 101 entrepreneur pelaku UMKM di Kota Yogyakarta. Teknik pengumpulan data menggunakan skala self-efficacy menurut Bandura (1997) dan need for achievement menurut McClelland (1961). Hasil dari uji hipotesis regresi linear sederhana menunjukkan bahwa nilai F hitung $> F$ tabel sebesar $315,984 > 3,94$ yang berarti H_a diterima dan H_o ditolak. Dapat disimpulkan bahwa terdapat pengaruh self-efficacy terhadap need for achievement pada entrepreneur dalam menghadapi era digitalisasi Kota Yogyakarta. Hasil dari nilai sumbangan efektif pada R^2 sebesar $0,761$ yang berarti self-efficacy menyumbang sebesar $76,1\%$ terhadap need for achievement dan sisanya $23,9\%$ dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini

Kata Kunci: *Entrepreneur, Need for Achievement, Self-Efficacy*

THE EFFECT OF SELF-EFFICACY ON THE NEED FOR ACHIEVEMENT IN ENTREPRENEURS IN FACING THE ERA OF DIGITALIZATION OF YOGYAKARTA CITY

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ABSTRACT

Entrepreneurs who are motivated to address challenges in the age of digitalization play a crucial role in ensuring the sustainability and growth of their businesses. As we enter the digital era, a new culture is emerging, characterized by the rise of modern electronic-based interaction, specifically faceless e-commerce. Hence, a significant majority of MSMEs in Yogyakarta City have yet to integrate technology into their businesses. The desire for achievement motivates MSME players to have a strong fighting spirit, enjoy the process of doing business, and embrace challenges. It is anticipated that the importance of self-efficacy will lead to a greater desire for achievement. This study aims to examine how self-efficacy affects the desire for accomplishment among entrepreneurs navigating the digital era in Yogyakarta. This research method uses a quantitative approach using a simple linear regression test with the help of SPSS version 25.0. The subjects of this research were 101 MSME entrepreneurs in Yogyakarta City. The data collection technique uses a self-efficacy scale, according to Bandura (1997) and the need for achievement according to McClelland (1961). The simple linear regression hypothesis test results show that the calculated F value $> F$ table is $315.984 > 3.94$, which means H_a is accepted and H_o is rejected. It can be concluded that self-efficacy influences the need for achievement in entrepreneurs facing the era of digitalization in the city of Yogyakarta. The results of the effective contribution value at R^2 are 0.761, which means that self-efficacy contributes 76.1% to the need for achievement, and the remaining 23.9% is influenced by other variables not examined in this research.

Keywords: Entrepreneur, Need for Achievement, Self-Efficacy