

HUBUNGAN ANTARA *SELF EFFICACY* DENGAN *READINESS FOR CHANGE* PADA MASYARAKAT SAMOSIR

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INTISARI

Dalam meningkatkan pariwisata Indonesia, Pemerintah Indonesia meluncurkan program Bali Baru dimana Danau Toba dengan bantuan Samosir diprioritaskan untuk menjadi Bali Baru. Namun, ada beberapa permasalahan yang terjadi yaitu terkait permasalahan sumber daya manusia (SDM) masyarakat Samosir yang dimana ada perilaku mereka menunjukkan bahwa mereka belum siap untuk berubah menjadi Bali Baru. Ada beberapa faktor yang mempengaruhi *readiness for change* ini yang salah satunya ialah *self-efficacy*. Penelitian ini bertujuan untuk mengetahui hubungan dan seberapa besar sumbangan antara *self-efficacy* terhadap *readiness for change* pada masyarakat Samosir. Hipotesis yang diajukan dalam penelitian ini adalah adanya hubungan positif antara *self-efficacy* dan *readiness for change* pada masyarakat Samosir. Subjek penelitian yang digunakan dalam penelitian ini adalah berjumlah 383 masyarakat Samosir yang dipilih menggunakan teknik *purposive sampling*. Penelitian ini menggunakan metode kuantitatif, data penelitian diperoleh dari skala untuk mengukur *self-efficacy* dan *readiness for change*. Perhitungan dilakukan menggunakan uji prasyarat analisis (uji asumsi) yang terdiri dari uji normalitas sebaran dan linearitas hubungan. Analisis data yang digunakan adalah korelasi *Pearson Product Moment* melalui bantuan *IBM SPSS Statistics 22*. Hasil analisis data menunjukkan koefisien korelasi sebesar 0.596 dengan $p=0.000$ ($p < 0.05$), ini menunjukkan ada hubungan positif antara *self-efficacy* dengan *readiness for change*. Hasil penelitian ini menunjukkan bahwa sumbangan yang diberikan variabel *self-efficacy* terhadap *readiness for change* adalah sebesar 35.5 persen, selebihnya 64.5 persen dipengaruhi oleh faktor lain yang tidak diteliti. Dari hasil penelitian ini, dapat ditarik kesimpulan bahwa hipotesis penelitian adanya hubungan positif antara *self-efficacy* dengan *readiness for change*, dapat diterima.

Kata Kunci: *Readiness for Change*, *Self-Efficacy*, Masyarakat Samosir, Pariwisata, Bali Baru

THE RELATIONSHIP BETWEEN SELF EFFICACY AND READINESS FOR CHANGE IN PEOPLE OF SAMOSIR ISLAND

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ABSTRACT

To improve Indonesian tourism, The Indonesian Government have launched the New Bali program where Lake Toba with the support of Samosir Island be prioritize to become New Bali. However, there have been some issues that happen, the problem is about Human Resource problem where the behavior of people in Samosir Island show that they are still not ready to change into New Bali. There are some factors that influence readiness for change, where one of them is self-efficacy. This study aims to determine the relationship and how much contribution between self-efficacy and readiness for change in people of Samosir Island. The hypothesis of this study states that there is a positive relationship between self-efficacy and readiness for change of Samosir Island people. The subjects of this study were 383 people of Samosir Island that selected using purposive sampling technique. This research uses quantitative methods, the data were obtained from a scale to measure the self-efficacy and readiness for change. The calculation was performed using test requirements analysis (assumption), which consists of distribution normality test and linearity test for relationship. The analysis of the data was performed by the Pearson Product Moment Correlation through IBM SPSS Statistics 22. The result of data analysis showed that the correlation coefficient was 0.596 with $p = 0.000$ ($p < 0.05$), which showed there is a positive relationship between self-efficacy and readiness for change. These results indicate that the contributions of self-efficacy variable on readiness for change was at 35.5 percent, while the remaining 64.5 percent is influenced by other factors not examined. From these results, it is concluded that the hypothesis which stated that there is a positive relationship between self-efficacy and readiness for change, is acceptable.

Keyword: Readiness for Change, Self-Efficacy, People of Samosir Island, Tourism, New Bali