

ABSTRAK

PENGARUH *SELF EFFICACY* DAN *SOCIAL SKILL* TERHADAP KEBERHASILAN USAHA

Studi pada Pengrajin Batik Kayu di Dusun Kreet, Desa Sendangsari, Kecamatan Pajangan, Bantul, Yogyakarta.

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Penelitian ini bertujuan untuk mengetahui: (1) profil responden Pengrajin Batik Kayu di Kreet, (2) pengaruh *self efficacy* terhadap keberhasilan usaha pada pengrajin batik kayu di Kreet, (3) pengaruh *social skill* terhadap keberhasilan usaha pada pengrajin batik kayu di Kreet. Jumlah sampel yang diambil sebanyak 40 responden. Cara pengambilan sampel ini menggunakan teknik *purposive sampling*. Uji instrumen yang digunakan adalah uji validitas dan uji reliabilitas. Teknik analisis menggunakan regresi linear berganda, uji asumsi klasik, uji F dan uji t untuk menguji hipotesis penelitian.

Hasil penelitian menunjukkan bahwa: (1) mayoritas profil responden Pengrajin batik Kayu di Kreet adalah laki-laki, kemudian mayoritas sudah menjalankan usahanya selama 10-14 tahun, (2) secara parsial *self efficacy* berpengaruh terhadap keberhasilan usaha, (3) secara parsial *social skill* tidak berpengaruh terhadap keberhasilan usaha.

Kata kunci: *self efficacy*, *social skill*, keberhasilan usaha

ABSTRACT

**THE INFLUENCE OF *SELF EFFICACY* AND *SOCIAL SKILL* TOWARDS
SUCCESS OF THE BUSINESS**

A Study on Wooden Batik Craftsmen in Kreet, Sendangsari village, Pajangan,
Bantul Residence, Yogyakarta.

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The aim of this study was to know: (1) respondent's profile of wooden batik craftsmen in Kreet, (2) the influence of self efficacy on the success of the business to the craftsmen in Kreet, (3) and the influence of social skill on the success of the business to the craftsmen in Kreet. There were 40 respondents in this study. This study used purposive sampling in order to choose the samples. This study also used validity examination and reliability. The analysis technique of this study was multiple linear regression, classic assumption test, F test and t test in order to examine the hypothesis of this study.

The result of the study shows: (1) most of the respondent's profile of wooden batik craftsmen in Kreet were male and has already been doing their work for ten until fourteen years, (2) self efficacy influenced success of the business, (3) social skill did not influence success of the business.

Keywords: self efficacy, social skill, success of the business.