# *ABSTRAK*

*Penelitian ini merupakan penelitian mengenai kontribusi 4 (empat) sumber self-efficacy terhadap self-efficacy pada pebisnis asuransi "X" di Jakarta. Penelitian ini bertujuan untuk mengetahui seberapa besar kontribusi empat sumber self-efficacy terhadap self-efficacy pada pebisnis asuransi "X" di Jakarta.*

*Menurut Bandura (2002), self-efficacy adalah persepsi seseorang mengenai kemampuannya untuk dapat mengorganisir dan melakukan tindakan yang diperlukan untuk mencapai tujuan. Self-efficacy memiliki 4 (empat) sumber yang terdiri dari enactive mastery experience, vicarious experience, verbal persuasion, dan physiological and affective states (Bandura, 2002).*

*Sampel dalam penelitian ini berjumlah 43 orang dengan teknik pengambilan sampel accidental sampling. Penelitian ini menggunakan alat ukur berupa kuesioner yang terdiri dari kuesioner self-efficacy dan kuesioner sumber-sumber self-efficacy. Validitas alat ukur self-effficacy berkisar antara 0,326-0,633 dengan realibilitas tinggi sebesar 0,8972 dan validitas alat ukur sumber-sumber self-effficacy berkisar antara 0,320-0,759 dengan realibilitas sangat tinggi sebesar 0,9171.*

*Dari hasil pengolahan data diperoleh bahwa keempat sumber self-efficacy secara serempak memberi kontribusi terhadap self-efficacy pebisnis asuransi "X" di Jakarta. Keempat sumber self-efficacy secara serempak mempengaruhi self-efficacy pebisnis asuransi "X" di Jakarta dengan kekuatan kontribusi yang berbeda-beda, yaitu kontribusi vicarious experience tergolong moderat (Rs=0,64), kontribusi enactive mastery experience tergolong rendah (Rs=0,33), verbal persuasion tergolong rendah (Rs=0,31), dan kontribusi physiological and affective states tergolong sangat rendah (Rs=0,04).*

*Dari hasil pengolahan data ini dapat disimpulkan bahwa keempat sumber self-efficacy, meskipun memiliki kekuatan yang variatif, namun secara serempak akan mempengaruhi self-efficacy seseorang dan sumber self-efficacy yang dihayati paling besar kontribusinya terhadap self-efficacy pebisnis asuransi "X" di Jakarta adalah vicarious experience. Bagi penelitian selanjutnya disarankan untuk melengkapi penelitian dengan teknik wawancara guna mendalami kontribusi keempat sumber self-efficacy.*

## *ABSTRACT*

*This research represents the research concerning the contribution of 4 (four) self-efficacy sources to the self-efficacy of "X" bussiness insurance in Jakarta. The aim of this research is to know how big is the contribution of 4 (four) self-efficacy sources to the self-efficacy of "X" bussiness insurance in Jakarta.*

*According to Bandura (2002), self-efficacy is the belief in one's capabilities to organize and execute the sources of action required to manage prospective situations. Self-efficacy has 4 (four) sources consisted of enactive mastery experience, vicarious experience, verbal persuasion, dan physiological and affective states (Bandura, 2002).*

*There are 43 people as the sample of this research with the accidental sampling technique. This research uses quesioner as the measuring instrument and it consisted of self-efficacy quesioner and self-efficacy sources quesioner. The self-efficacy measuring instrument validity range from 0,326-0,633 with high realibility of 0,8972 and the self-efficacy sources measuring instrument validity range from 0,320-0,755 with very high realibility of 0,9171.*

*Result of this research is the fourth of self-efficacy sources give the contribution to the self-efficacy of "X" bussiness insurance in Jakarta. Big its contribution different each other that is vicarious experience with moderat contribution (Rs=0,64), mastery experience and verbal persuasion with low contribution ((Rs=0,33 and Rs=0,31), and physiological and affective states with very low contribution ( Rs=0,04).*

*The conclusion is that fourth of self-efficacy sources give the contribution with variatif power of contribution to the self-efficacy of "X" bussiness insurance in Jakarta and the biggest contribution is vicarious experience. For the next research suggested to use interview technique to utilize to deepen the fourth contribution of self-efficacy sources.*

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