

# Influence Openness to Experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism on Performance with Self-Efficacy as Mediator

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**Abstract---** *Micro, Small, and Medium Enterprises (SMEs) have a crucial role in the commercial growth of a country. Some researchers suggest that the inability of SMEs to improve competitiveness caused by the SMEs that have various limitations, such as lack of ability to adapt to the environment, the lack of agility in business opportunities, lack of creativity and innovation in anticipation of a variety of environmental challenges in the industry. 4.0 revolution era. The population in this survey at the Department of Cooperatives and SMEs in Batam, the number of samples used in this study after calculation by the formula Slovin is 150. The data were analyzed using Structural Equation Model. The software used for the structural analysis is AMOS and SPSS for descriptive studies. Research shows that: Extroversion on performance through self-efficacy had a significant effect, Agreeableness on performance through self-efficacy has a significant impact, Neuroticism on performance through self-efficacy has a significant effect. From the results of this study suggested to the government to support the findings of research outcome variables that will be done and SMEs to prepare for the evolution of Indonesian SMEs towards digital marketing.*

**Keywords---** *Openness to Experience, Conscientiousness, Extraversion, Agreeableness, Neuroticism, Self-efficacy, Performance and SMEs.*

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## I. INTRODUCTION

### 1.1 Background

Micro, SMEs (MSMEs) have an important role in the economic growth of a country including Indonesia, the current economic growth conditions, are still very slow. This can be seen from the economic growth in 2017, the growth reached 5.07 percent, in 2018 the growth reached 5.27 percent and in 2019 the growth was projected to reach 5.3 percent (tribunnews.com 2018). Likewise, in the city of Batam that MSMEs are the backbone of the economy, but MSME development in Batam is still minimal. To realize the face of MSME in 2019, it is very necessary that the most basic requirement is to improve the performance of MSME actors. Some researchers suggest that the inability of Micro, SMEs to increase competitiveness caused by SMEs that have various limitations, such as lack of

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ability to adapt to the environment, lack of agility in business opportunities, lack of creativity and innovation. Therefore, guidance and expansion of Micro, Small and Medium Businesses needed for unexplored potential can be improved, and the problems encountered can be overcome. The development of Micro, SMEs is intended to make Micro, SMEs professional, efficient, healthy and resilient. This, in time, will be able to play an optimal role in driving the process of economic growth. Based on this understanding, it is necessary to improve organizational and management capabilities. Related to management and organization aspects, so far, only focus on marketing aspects, organizational management, production aspects, and financial aspects. The aspects of human resources, especially those that emphasize the personality of each practitioner of Micro, SMEs, have not received attention. The aspect of human resources is important because one of the critical success influences in the performance of business organizations is the management of human resources and human behavior that will carry out various other aspects of management. Taormina and Lao (2007) research results state that business success is determined by individual characteristics. Individual characteristics inherent in individuals who can change or be stable over time. Individual characteristics that can change shape for certain situations or particular experiences, including self efficacy, are formed due to experience and learning. Entrialgo et al. (2000) states that individual personalities significantly influence the success of business organizations for Micro, SMEs. Referring to these empirical findings, positive personality and strong belief of Micro, SMEs practitioners will determine the achievement of company performance. Based on the above, the performance of Micro, SMEs as a form of business organization can be influenced by aspects of human resources. More specifically, the performance of Micro, SMEs can be influenced by individual personalities and self-efficacy, and those involved in business organizations. Therefore, research needs to be conducted to examine the effect of individual personality from the dimensions of openness to experience, awareness, extroversion, compliance, neuroticism on the performance of Micro, SMEs through Self-Efficacy.

### ***1.2 Problem Formulation***

From the above background, the problem in this study is whether Openness to Experience, conscientiousness, extraversion, neuroticism and agreeableness effect the performance of actors Micro SMEs ?, is Openness to Experience, conscientiousness, extraversion, neuroticism and agreeableness effect on self-efficacy actors Micro SMEs? Whether self-efficacy effect performance perpetrators of Micro, Small, and Medium Enterprises? and whether Openness to experience, consciousness, extraversion, neuroticism and agreeableness effect the performance micro SMEs through self- efficacy?

### ***1.3 Scope of Problem***

Due to the limitations of time, money, energy, and so this research can be done well, not all the problems that have been identified will be investigated. For this reason, researchers set the boundaries of where the problem is focused on variable Openness to Experience, Conscientiousness, extroversion, Agreeableness, Neuroticism, Self-efficacy, and Performance.

### ***1.4 Research Objectives***

The aim of this study was to determine the effect of openness to experience, extraversion, conscientiousness, neuroticism and agreeableness on performance, influence openness to experience, Conscientiousness, extraversion,

neuroticism and agreeableness against self-efficacy, to determine the outcome of self-efficacy on performance and the influence openness to experience, extraversion, conscientiousness, neuroticism and agreeableness on performance through self-efficacy.

## II. LITERATURE REVIEW

### 2.1 Performance

The meaning of execution is the consequence of the quality and amount of job completed by a worker in doing their obligations with the duties given to him. The nature of worker conduct or work results is fundamentally controlled by the aptitudes and capacities of the representatives concerned (Alwi et al., 2001). Likewise, dictated by inspiration and opportunity (Robbins, 2003). There are different components of execution; a large number of them are not interconnected. An individual might be high in one viewpoint and low in different sizes. Three factors that influence execution comprise of the principal, singular components: capacity, aptitudes, family foundation, work understanding, social level and segment of an individual. Second, mental components are discernment, job, demeanor, character, inspiration, and employment fulfillment, and the third factor is the hierarchical structure of the association, work plan, authority, reward framework (reward framework). As per Mathis and Jackson (2011), execution is impacted by singular capacities, motivation, and the presence of the work they do, and their association with the organization. Execution is a depiction of the degree to which the achievement or disappointment of an association in completing its undertakings and capacities, particularly to understand the objectives, targets, vision, and mission. At the end of the day, execution is an accomplishment that can be accomplished by an association inside a specific period. The presentation of Micro, SMEs, for this situation, is estimated utilizing a subjective proportion of viewpoint of Micro, SMEs business people.

### 2.2 Personality

Individual personality is attached to individuals who can change or be stable. John, Donahue, and Kentle (1991) divide into five personality dimensions, namely candidness to experience, conscience, extraversion, neuroticism (OCEAN). According to Friedman (2006), **openness** to imaginative, creative and artistic experiences. Openness implies to the capability to endure, the ability to learn information. Someone with high transparency has imaginative thoughts. Openness to experience depicts someone who tends to look imaginative, creative (Schustack & Friedman, 2006; McCrae and Costa, Feist & Feist, 2010), having fun, artistic (Schustack & Friedman, 2006), full of curiosity, open variations and likes (variation) variation) (Feist & Feist, 2010). **Conscientiousness** describes someone who tends to be organized, cautious (Schustack & Friedman, 2006; McCrae and Costa, Feist & Feist, 2010), reliable, responsible (Schustack & Friedman, 2006), hardworking, punctual, and able to survive (Schustack & Friedman, 2006). McCrae & Costa, Feist & Feist, 2010). **Extraversion** describes someone who tends to love, cheer up, likes to talk, likes to gather, have fun (McCrae and Costa, Feist & Feist, 2010) is passionate, enthusiastic, dominant, friendly, and communicative (Schustack & Friedman, 2006). **Agreeableness** describes someone who tends to be friendly, trustworthy (Schustack & Friedman, 2006; McCrae and Costa, Feist & Feist, 2010) cooperative, warm (Schustack & Friedman, 2006), philanthropic, subject, receptive, and have good behavior (McCrae and Costa, Feist & Feist, 2010). **Neuroticism** describes someone who tends to be nervous, sensitive, tense, anxious (Schustack & Friedman, 2006; McCrae and Costa, Feist & Feist, 2010), temperamental, self-love, self-conscious, self-aware, self-

aware, self-emotional, emotional and prone to stress Disorders Related (McCrae and Costa, Feist & Feist, 2010). Conversely, someone with a low score on this dimension tends to be relaxed, reserved (Schustack & Friedman, 2006; McCrae and Costa, Feist & Feist, 2010), not easily upset.

### ***2.3 Self-Efficacy***

Self-efficacy is an individual's faith in his capability to do certain things or work which is his responsibility (Bandura and Bailey, 1990 in Greenberg and Baron, 2003). For entrepreneurs, self-efficacy means related to the process of running a business, such as the ability to understand business, the ability to solve various business problems, and the ability to carry out responsibilities in business activities. Meanwhile according to Luthan (2014: 338) states self-efficacy about its ability to motivate resources cognitive and actions needed to succeed in Perform certain tasks. According to Pepe (2010) in Maghfiroh (2014) self-efficacy can be measured through 3 indicators namely, ability managing difficulties at work, abilities manage and build a courage to strive, and confidence to carry out the task. Meanwhile according to Chasanah (2008) an indicator of self-efficacy that is, the feeling of being able to do work, better ability, happy job that is challenging, and job satisfaction.

### ***2.4 Framework of Thinking***

#### ***2.4.1 Performance against Individual Personality***

Nikolaou (2003) states that the personality dimension significantly impacts one's achievement. The results of research conducted by Lau and Shaffer (1999) Also show that personality has a substantial influence on professional success. Jawahar and Carr (2007) show that especially conscientiousness personality dimensions have a significant effect on contextual performance. Comeau and Griffith (2005) show that personality determines the formation of positive behavior. Nikolaou (2003) states that the personality dimension significantly impacts one's achievement. The results of research conducted by Lau and Shaffer (1999) Also show that personality has a significant influence on professional success. Guthrie et al. (1998) state that the personality dimension determines a person's success in managing his career. Purnomo's research results (2010) says that Openness to experience Significantly and positively impacts the performance of SMEs, Conscientiousness has a significant as well as positive effect on SME performance, extroversion has a substantial and positive impact on SME performance, Agreeableness Neuroticism has a significant and negative impact on SME performance, Neuroticism has a significant and positive impact towards the achievement of SMEs.

#### ***2.4.2 Personality on Performance***

One's ability to withstand environmental work with the work depends on their success in adapting to the personality of the work environment. Someone with a character that fits the demands of the work environment will feel welcome in the organization. However, a person with a personality that does not comply with the requirements of the working environment is faced with a choice, that is adaptive or out of the organization and join another suitable organization demands. This shows that the personality of the individual (Openness to Experience, extroversion, Conscientiousness, Agreeableness, and Neuroticism) is one of the determinants of performance to achieve organizational goals. Research on personality big five have found an association between personality with performance (Robbins, 1996: 89).

### 2.4.3 Self Efficacy on Performance

Pillai and Williams (2004) state that self-efficacy had a considerable effect on a person's performance. Luthans & Peterson (2002) showed that self-efficacy had a considerable impact on the effectiveness of managers. If an worker has a high self-efficacy, the performance of employees will also be high. This happens because the employee believes that he can complete the task and responsibility so that the employee would have worked better. Results of research conducted by Ardy, Astuti & Sulisty (2017) and Noviwati (2016) states that self-efficacy had a significant as well as positive correlation with the performance, the results of this study was supported by the statement Romper & Kawet (2014) Employees will work better and more optimally if you have high self-confidence.

### 2.5 Framework

Based on the background of the study, the formulation of the problem as well as the frame of the study, it can be made a research model.

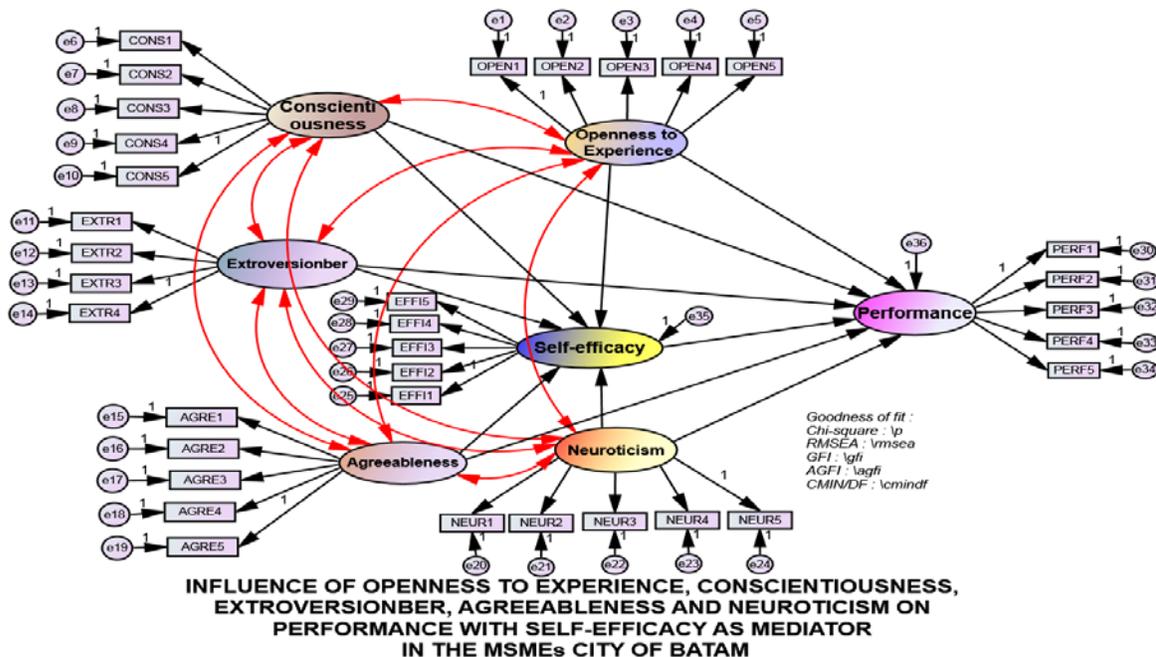


Figure 1: Research Models with Variable Artifacts, Openness to Experience, Conscientiousness, Extroversion, Agreeableness, Neuroticism, Self-Efficacy, performance Variable

### 2.6 Hypothesis

On the basis of the problem and the research model research hypothesis can be formulated as follows: There is the impact Openness to experience, conscientiousness, extraversion, neuroticism and agreeableness on performance of Micro, SMEs, there is the impact of openness to experience, extraversion, conscientiousness, neuroticism and agreeableness against No effect of self-efficacy and Openness to experience, extraversion, conscientiousness, neuroticism and agreeableness on the performance of SMEs through self-efficacy.

### **III. RESEARCH METHODOLOGY**

This type of research is causality. The population in this study were Micro, SMEs in Batam registered at the Cooperative and SMEs Office totaling 242. The sampling method used was using the Slovin formula, obtained by 150 respondents. The data used are primary data. Data collection techniques namely by questionnaire and interview. The data were analyzed using SEM.

### **IV. RESULTS AND FINDINGS**

#### **4.1 Research Object**

Office of Cooperatives and SMEs in Batam is a device area formed by local regulations No. 15 of 2008 on the establishment of the organizational structure and working procedures under and responsible to the Regent through the Batam city government. Amount Micro SMEs Batam No 242 Micro SMEs which consists of 83 micro, 77 small businesses, 65 medium and 17 large businesses. Micro Small Medium Enterprises in Batam engaged in this kind of business, such as furniture, garment, handicraft, food preparation, farming, trade, and plantations. Scattered in various areas in the city premises sample selection slovin Batam. Base on then select 150 Micro SMEs, consisting of 60 micro, 50 small businesses, 40 medium-sized businesses, where the division of the sample using proportional sampling technique.

#### **4.2 Impact Analysis by SEM**

From the results of Structural Equation Modeling data processing using AMOS software, the findings of the research are as follows:

- 1) Impact openness to experience on performance. Based on the statistical test shown that the impact of openness to experience with the performance of the current CR value of 0.369 ( $p = 0.712 > 0.05$ ), meaning that there impact is not significant between openness to experience with the performance.
- 2) Impact conscientiousness on performance. Based on the statistical test shown that the impact of conscientiousness and performance are CR -0.464 ( $p = 0.0642 > 0.05$ ), meaning that there impact is not significant between conscientiousness and performance.
- 3) Impact extraversion on performance. Based on the statistical test shown that the impact between extroversion and performance value CR -0.336 ( $p = 0.737 > 0.05$ ), meaning there is no significant effect between extroversion and performance.
- 4) Impact agreeableness on performance, Base on the statistical test shown that the impact of compatibility with existing performance CR value of 0.429 ( $p = 0.668 \leq 0.05$ ), meaning there is no significant impact of compliance with the performance.
- 5) Neuroticism effect on performance. Based on the statistical test shown that the impact of neuroticism and performance are CR -0.380 ( $p = 0.704 > 0.05$ ), meaning there is no significant effect between neuroticism and performance.
- 6) Impact openness to experience Self-efficacy. Based on the statistical test shown that the impact of openness to experience with self-efficacy is the value of CR -3.115 ( $p = 0.02 \leq 0.05$ ), suggesting that there is a significant effect between openness to experience with self-efficacy.

- 7) Impact conscientiousness on self-efficacy, Base on the statistical test shown that the impact of consciousness and self-efficacy is a CR value of 0.949 ( $p = 0.343 > 0.05$ ), meaning that there is a significant impact but not between consciousness and self-efficacy.
- 8) Impact extraversion to self-efficacy. Based on the statistical test shown that the impact between extroversion and self-efficacy has a CR value of 2.730 ( $p = 0.006 \leq 0.05$ ), meaning that there is significant impact between extroversion and self-efficacy.
- 9) Impact agreeableness on self-efficacy. Based on the statistical test shown that the impact of compliance with self-efficacy is the value of CR - 3.667 ( $p = 0.000 \leq 0.05$ ), meaning that there is significant impact between conformity and self-efficacy.
- 10) Neuroticism impact on self-efficacy. Based on the statistical test, it is shown that the impact of neuroticism and self-efficacy has a CR value of 5.309 ( $p = 0.000 \leq 0.05$ ), meaning that there is a significant relationship between neuroticism and self-efficacy.
- 11) The impact of self-efficacy on performance. Based on the statistical test, it is shown that the impact of self-efficacy with the performance value CR 0.409 ( $p = 0.682 > 0.05$ ), meaning that there is no significant effect between self-efficacy with performance.
- 12) Impact openness to experience on performance through self-efficacy. Based on the research result openness to experience on performance through significant self-efficacy effect, it means that confidence offender Micro SME strengthens the relationship between openness to experience with performance.
- 13) Impact conscientiousness on performance through self-efficacy. Based on the research results conscientiousness, the performance of actors Small Medium Micro Enterprises through the self-efficacy effect is not significant.
- 14) Impact extraversion on performance through self-efficacy. Based on the research results in extraversion, the performance of actors Small Medium Micro Enterprises through the significant effect of self-efficacy.
- 15) Impact agreeableness on the performance through self-efficacy. Based on the research results agreeableness, the performance of actors Small Medium Micro Enterprises through the significant effect of self-efficacy.
- 16) Neuroticism impact on performance through self-efficacy. Based on research results on the performance of actor neuroticism, Small Medium Micro Enterprises through the significant effect of self-efficacy.

Table 4.1: Regression Weights

			<i>estimate</i>	<i>SE</i>	<i>CR</i>	<i>P</i>	<i>Label</i>
SELF	<---	OPEN	-, 338	, 108	-3.115	.002	par_1
SELF	<---	NEUR	1,523	, 287	5,309	***	par_3
SELF	<---	CONS	, 215	, 226	, 949	, 343	par_39
SELF	<---	EXTR	, 448	, 164	2,730	, 006	par_40
SELF	<---	AGRE	-, 616	, 168	-3.667	***	par_41
PERF	<---	SELF	8.513	20.805	, 409	, 682	par_2
PERF	<---	OPEN	2,700	7.317	, 369	, 712	par_4
PERF	<---	NEUR	-12.423	32.729	-, 380	, 704	par_5
PERF	<---	CONS	-2.089	4.499	-, 464	, 642	par_6
PERF	<---	EXTR	-3.232	9.623	-, 336	, 737	par_7
PERF	<---	AGRE	5.738	13.372	, 429	, 668	par_8

Source: Processed Data from 2019 Research Results can be seen in Figure 4.1 below:

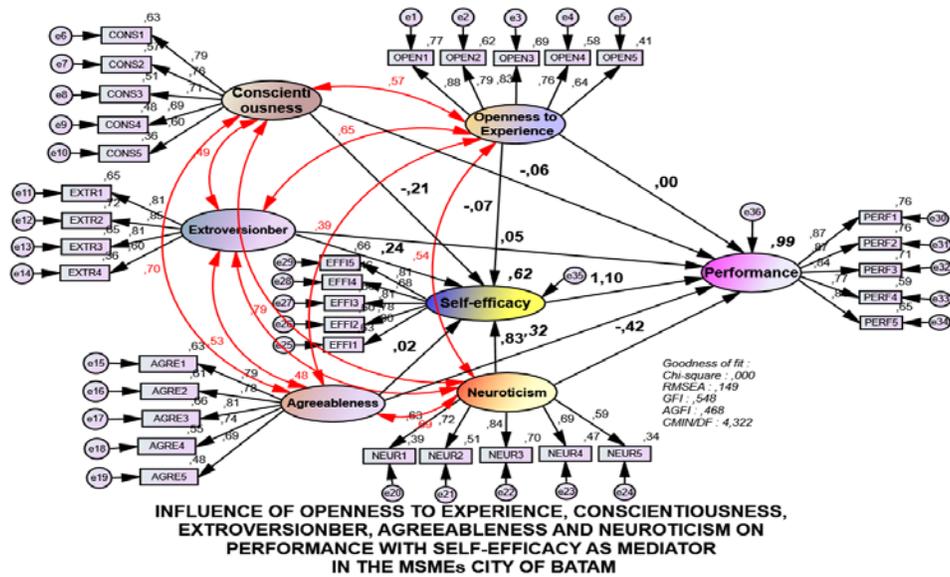


Figure 4.1: Full Model Artifacts, Openness to Experience, Conscientiousness, Extroversion, Agreeableness, Neuroticism, Self-efficacy, Performance Variable

#### 4.2.1 Goodness-of-fit Test

Test Results Goodness-of-fit - Model Testing using SEM models is performed progressively. Criteria goodness-of-fit is expressed by Haryono et al. (2012). Data processing at the stage of complete SEM models performed to test the suitability and statistical tests.

These results indicate that the models are acceptable but not excellent. Value CMIN / DF 4322 shows a structural equation model is less useful. RSMEA measurement index within the range of the expected value of  $\leq 0.08$  is 0.149. Chi-square zero, namely 0,000, so proper research models, although the results of the evaluation models and AGFI GFI unfavorable. Of some model's due diligence, the model is viable if at least one of the test techniques are met the feasibility of this model (Hair et al., 1998, Haryono et al., 2012). In empirical studies, the researchers are not required to meet all the criteria of goodness of fit, but it depends on the assessment of individual researchers. The test results goodness-of-fit model depicted in Table 4.2.

Table 4.2: Goodness-of-fit Model Test Results

No.	Index	Value	Result	
1	Chi-Square	close to zero	0,000	Very Good
2	CMIN / DF	<2,00	4.322	not Good
3	RMSEA	$\leq 0.08$	0.149	not Good
4	GFI	$\geq 0.90$	0,548	not Good
5	AGFI	$\geq 0.90$	0.468	not Good

(Source: Processed Data from 2019 Research Results)

#### 4.2.3 Analysis of the R-square

R-square analysis of changes in the value of R-Squares can be used to explain the effect of latent variable exogenous to endogenous latent variables impact whether substantive. Rated R-Squares 0.75, 0:50, and 0:25 to reflect that the model is robust, moderate, and weak. Here are the results of the R-square value of testing the

research model of personality dimension impact performance through self-efficacy as a mediating variable. Table 4.3 shows that the impact openness to experience, conscientiousness, extroversion, agreeableness, neuroticism can be explained by the variable performance of 99.2%, while 0.8% is explained by other variables not examined in this model. Thus, the variability of performance variables can be explained by the healthy openness to experience, extroversion, conscientiousness, , agreeableness, neuroticism, Meanwhile, self-efficacy produces R-square value of 0.622, which means self-efficacy variables explain openness to experience, extroversion, conscientiousness, be, agreeableness, neuroticism amounted to 66.1% and the balance of 37.8% is explained by other variables not examined in this model. Thus, this model includes a model of moderate, can be seen in the table below.

Table 4.3: Results of R-Square

	<i>estimate</i>
SELF	, 622
PERF	, 992

## V. CONCLUSION AND SUGGESTIONS

### 5.1 Conclusion

The conclusion of this study is the direct impact of Openness on Experience, Conscience, Extraversion, Agreeableness Neuroticism and on performance is not significant. While the indirect effect of Openness on Experience, Extroversion, Agreeableness Neuroticism on performance through self-efficacy is significant, Conscientiousness on performance through self-efficacy is not significant.

### 5.2 Suggestion

For further research, the addition of an external variable to see the return of actors Small Medium Micro Enterprises that expand the scope of research to related topics may be considered for further study. Using the instrument of extracting information with a personal interview system is an excellent suggestion to explore a broader response to each individual of the variables involved. For actors, Micro Small Medium Batam city suggested the need to know the personality of each one so that it can identify and manage their characters so it can be a positive impact on the performance, this can be done by attending various training related to entrepreneurship.

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