

THE EFFECT OF SELF-EFFICACY AND COMMUNITY ENGAGEMENT ON THE PERFORMANCE OF CULINARY MSMEs IN SURAKARTA

Abu Bakar Akbar¹, Arowadi Lubis², Muhammad Rizki R³

^{1,2,3}Program Studi Manajemen, Universitas Slamet Riyadi Surakarta

Email: massaboe66@gmail.com

Abstract

This study aims to identify the concepts of Self Efficacy and Community Engagement. From the two concepts, it is analyzed which one has the dominant influence on the performance of culinary MSMEs. With a quantitative approach from samples taken in Pasar Kikwon and Serengan sub-districts, it is expected to be able to contribute to the MSME development map in Surakarta. The research results show that: The effect of self efficacy partially influence increasing of sales. Community engagement on the performance of culinary MSME has been implemented well and has been realized with increasing volume of sales. From the description, it can be concluded that in the implementation of business ethics in trading drinks at Teh Tarik Jodi Manahan, thus, the conclusion of the description is that despite facing obstacles in the implementation of Islamic business ethics, Teh Tarik Jodi Manahan has succeeded in overcoming these challenges by finding creative solutions and in accordance with the principles of Islamic business. This reflects their commitment to continue running their business in accordance with the principles of Islamic business ethics.

Keywords: *Self efficacy, community engagement, the performance of culinary MSMEs*

1. INTRODUCTION

The culinary Micro, Small, and Medium Enterprises (MSMEs) sector is one of the important pillars in Indonesia's economic growth. However, culinary MSMEs face various challenges, such as tight competition, limited capital, and adaptation to changing market trends. Self-efficacy, or an individual's belief in their ability to achieve goals, is an important factor in business success. In addition, community engagement can provide benefits in the form of social support, business opportunities, and skill improvement. Therefore, this study aims to analyze the effect of self-efficacy and community engagement on the performance of culinary MSMEs in Surakarta.

Problem Formulation, How does self-efficacy affect the performance of culinary MSMEs? How does community engagement affect the performance of culinary MSMEs? Is there a relationship between self-efficacy and community engagement in improving the performance of culinary MSMEs? Study Objectives, Analyze the effect of self-efficacy on the performance of culinary MSMEs. Analyze the effect of community engagement on the performance of culinary MSMEs. Identify the relationship between self-efficacy and community engagement in improving the performance of culinary MSMEs.

Benefits of the Research, Theoretical Benefits: Add insight into academic literature regarding psychological and social factors in managing MSME businesses. Practical Benefits:

Provide recommendations for culinary MSME actors regarding the importance of self-efficacy and community involvement in improving their business performance.

Self-Efficacy Self-efficacy is an individual's belief in their ability to take the necessary actions to achieve a specific goal (Bandura, 1997). In the context of MSMEs, self-efficacy influences the ability of entrepreneurs to make business decisions, manage risks, and adapt to market changes. Self-efficacy memiliki hubungan positif dengan kinerja kerja, kepuasan kerja, dan komitmen organisasi. Penelitian oleh Judge & Bono (2001) menunjukkan bahwa self-efficacy berkontribusi pada kepuasan kerja dan kinerja yang lebih baik. Selain itu, Blau (1988) menemukan bahwa komitmen karier yang tinggi, yang dipengaruhi oleh self-efficacy, mendorong karyawan untuk meningkatkan keterampilan dan motivasi mereka.

Community Engagement Community engagement is the active involvement of individuals or businesses in their community, which can include collaboration with fellow entrepreneurs, participation in community programs, and sharing experiences or resources (Putnam, 2000). Community engagement is a collaborative process among individuals, organizations, and communities aimed at achieving shared goals focused on improving social, economic, and environmental well-being. According to Bowen et al. (2010), community engagement involves the active participation of community members in decision-making, planning, and the implementation of programs that impact their communities. This process seeks to build mutually beneficial relationships between the community and stakeholders. Community engagement plays a vital role in creating sustainable social change. Research by Head (2007) indicates that community involvement can enhance a sense of ownership, strengthen social relationships, and encourage active participation in community development. Moreover, such engagement helps identify local needs and generate relevant solutions.

MSME Performance MSME performance can be measured through several indicators, such as increased revenue, number of customers, customer satisfaction, and innovation in products or services (Davidsson & Wiklund, 2001). Izzatunissa and Hidayah (2023) in Magelang found that Quality of Work Life (QWL) and Perceived Organizational Support (POS) have a positive effect on the performance of MSME employees. Da Silva et al. (2024) in Sikka Regency highlight the importance of community-based knowledge management. The intervention of credit cooperatives and government support serves as a catalyst for collective action, thereby enhancing and strengthening the role of MSMEs in the regional economy. The implementation of knowledge management requires support from credit cooperatives and local government to ensure the effective execution of MSME empowerment programs.

2. RESEARCH METHODS

This study uses a quantitative method Place and Time of Research This research was conducted in Surakarta City, with the object of research being Micro, Small, and Medium Enterprises (MSMEs). The research implementation time is planned for Mei 2025. Research Method This research uses a descriptive analysis method, namely a method that is intended to explain as clearly as possible about the object being studied, and describe the data as a whole, systematically, and accurately. Therefore, the data produced or recorded is data that is in the nature of a portrait as it is. This is in accordance with the opinion of Ratna (2006:5) who

stated that the analytical descriptive method is carried out by describing the facts which are then followed by analysis. The analysis carried out uses the theoretical basis used, then analyzed and interpreted according to the theoretical study so that the results of the study can later describe the problems studied objectively, systematically based on the theories used by the author.

3. RESULTS AND DISCUSSION

The conceptual framework in this study is as follows: Self-Efficacy → Performance of Culinary MSMEs; Community Engagement → Performance of Culinary MSMEs; Self-Efficacy + Community Engagement → Performance of Culinary MSMEs

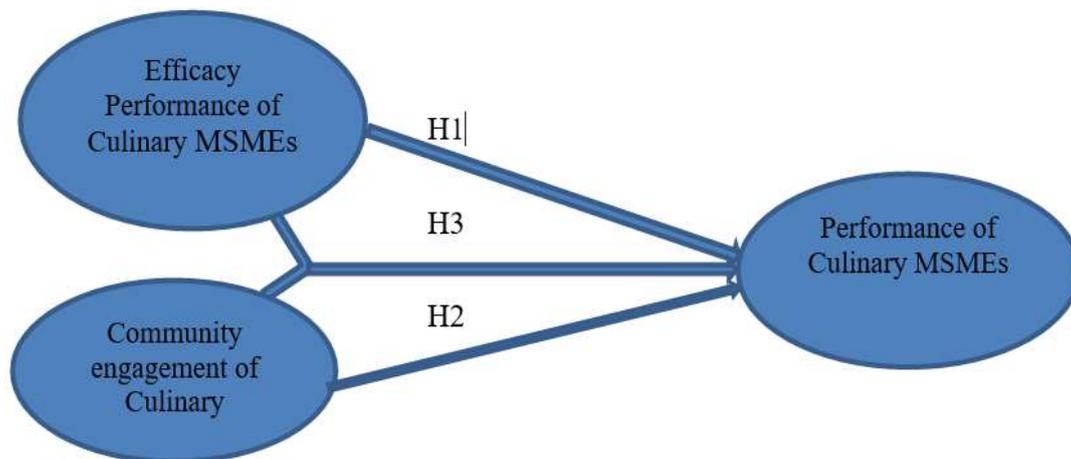


Figure 1
The conceptual framework

Efficacy performance + Community engagemen → Performance of Culinary MSMEs (H3)

Hypotheses proposed: H1: Self-efficacy has a positive effect on the performance of culinary MSMEs; H2: Community engagement has a positive effect on the performance of culinary MSMEs.; H3: Self-efficacy and community engagement together have an effect on the performance of culinary MSMEs.

This study aims to determine the effect of Self-Efficacy (X1) and Community Engagement (X2) on MSME Performance (Y) in Surakarta City. The number of respondents was 110 MSME actors in the culinary sector. The average value shows that MSME actors have a high level of self-efficacy and good community involvement, with business performance that tends to be positive. Multiple Linear Regression Test Results. Regression model: $Y=0.81+0.15X_1+0.62X_2+e$
 $Y= 0.81 + 0.15X_1 + 0.62X_2 + e$
 Result Interpretation: Independent Variable Coefficient Sig (p-value)
 Interpretation Self-Efficacy (X1) 0.151 0.432 No significant effect. Community Engagement (X2) 0.622 0.000 Significant effect on MSME Performance

R-Squared (R^2)= 0.179, meaning that around 17.9% of the variation in MSME performance can be explained by the two independent variables. The F value (11.70, $p < 0.001$) indicates that the model is simultaneously significant.

The results of the study indicate that: Self-Efficacy (X1) does not have a significant effect on MSME performance. This may be because even though MSME actors feel confident in themselves, this does not necessarily directly contribute to real business results without external support or other business factors. More over Community Engagement (X2) has a positive and significant effect on MSME performance.

Based on the results of the research that has been done, it can be explained that the effect of self-efficacy and community engagement on the performance of culinary MSMEs in Surakarta has been implemented. It shows that the effect of self efficacy and community engagement has been implemented well at culinary MSMEs in Surakarta partially and simultaneously influence with great performance.

Based on the results of the research conducted, it can be said that it is combining internal and eksternal motivation. Internal motivation representing cauraging feeling as optimistic, confident in own ability to solve problems, never give up and am persistent in facing competition They have the determination to run a business and able to compete with other business actors Despite internal motivation, external motivation such as feel passionate, proud of the community and inspired by the community makes focused.

4. CONCLUSIONS

- a. The effect of self efficacy partially influence increasing of sales.
- b. Community engagement on the performance of culinary MSME has been implemented well and has been realized with increasing volume of sales.
- c. From the description, it can be concluded that in the implementation of business ethics in trading drinks at Teh Tarik Jodi Manahan, thus, the conclusion of the description is that despite facing obstacles in the implementation of Islamic business ethics, Teh Tarik Jodi Manahan has succeeded in overcoming these challenges by finding creative solutions and in accordance with the principles of Islamic business. This reflects their commitment to continue running their business in accordance with the principles of Islamic business ethics.

REFERENCES

- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
Ghozali, I., & Latan.
- Tika. (2006). Metodologi Riset Bisnis. Jakarta: PT. Bumi Aksara.
- Judge, T. A., & Bono, J. E. (2001). Relationship of core self-evaluations traits - self-esteem, generalized self-efficacy, locus of control, and emotional stability - with job

satisfaction and job performance: A meta-analysis. *Journal of Applied Psychology*, 86(1), 80-92.

Bowen, F., Newenham-Kahindi, A., & Herremans, I. (2010). When suits meet roots: The antecedents and consequences of community engagement strategy. *Journal of Business Ethics*, 95(2), 297-318. <https://doi.org/10.1007/s10551-009-0360-1>

Head, B. W. (2007). Community engagement: Participation on whose terms? *Australian Journal of Political Science*, 42(3), 441-454. <https://doi.org/10.1080/10361140701513570>

Izzatunissa, & Hidayah, N. (2023). Empowering MSME Employees: Quality of Work Life and Organizational Support. *JBMP (Jurnal Bisnis, Manajemen dan Perbankan)*. [https://doi.org/10.21070/jbmp.v10i1.1955\(jbmp.umsida.ac.id\)](https://doi.org/10.21070/jbmp.v10i1.1955(jbmp.umsida.ac.id))

Da Silva, Y. O., Temu, T. J., & Lamawitak, P. L. (2024). Knowledge Management-Based Efforts To Improve MSME Performance (Credit Union Intervention for MSME Actors in Sikka Regency). *Dinasti International Journal of Education Management And Social Science*, 5(4), 429–434. [https://doi.org/10.31933/dijemss.v5i4.2454\(Dinasti Publisher\)](https://doi.org/10.31933/dijemss.v5i4.2454(Dinasti Publisher))