

## RINGKASAN

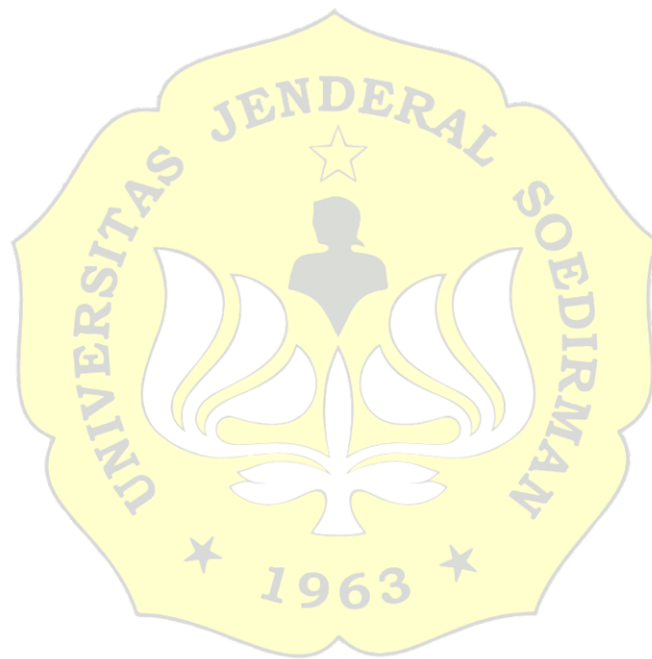
Penelitian ini berjudul “Pengaruh Self Efficacy dan Regulatory Focus terhadap Motivasi Memimpin (Studi Empiris di Desa Ponggok Klaten). Penelitian ini bertujuan untuk mengetahui apakah terdapat pengaruh Self Efficacy dan Regulatory Fokus terhadap Motivasi Memimpin pada pemimpin yang ada Desa Ponggok. Metode penelitian yang digunakan adalah penelitian kuantitatif. Populasi pada penelitian ini adalah 48 pimpinan, ketua, direktur, manajer pada 15 instansi, lembaga, organisasi masyarakat, paguyuban, dan pengelola wisata di Desa Ponggok. Teknik sampling yang digunakan adalah sample jenuh. Namun Jumlah responden yang bersedia untuk mengisi kuesioner adalah 40 responden

Berdasarkan hasil analisis regresi berganda menggunakan SPSS menunjukkan bahwa : (1) Self efficacy berpengaruh positif dan signifikan terhadap motivasi memimpin afektif pada Pimpinan, Direktur, Kepala, Ketua, Manajer di instansi, lembaga, organisasi masyarakat, paguyuban dan pengelola wisata Desa Ponggok. (2) Self efficacy berpengaruh positif dan signifikan terhadap motivasi memimpin normatif pada Pimpinan, Direktur, Kepala, Ketua, Manajer di instansi, lembaga, organisasi masyarakat, paguyuban dan pengelola wisata Desa Ponggok. (3) Self efficacy berpengaruh positif dan signifikan terhadap motivasi memimpin nonkalkulatif pada Pimpinan, Direktur, Kepala, Ketua, Manajer di instansi, lembaga, organisasi masyarakat, paguyuban dan pengelola wisata Desa Ponggok. (4) Fokus promosi berpengaruh positif dan signifikan terhadap motivasi memimpin afektif pada Pimpinan, Direktur, Kepala, Ketua, Manajer di instansi, lembaga, organisasi masyarakat, paguyuban dan pengelola wisata Desa Ponggok. (5) Fokus promosi tidak berpengaruh positif terhadap motivasi memimpin normatif pada Pimpinan, Direktur, Kepala, Ketua, Manajer di instansi, lembaga, organisasi masyarakat, paguyuban dan pengelola wisata Desa Ponggok. (6) Fokus promosi berpengaruh positif dan signifikan terhadap motivasi memimpin nonkalkulatif pada Pimpinan, Direktur, Kepala, Ketua, Manajer di instansi, lembaga, organisasi masyarakat, paguyuban dan pengelola wisata Desa Ponggok. (7) Fokus pencegahan tidak berpengaruh positif terhadap motivasi memimpin afektif pada Pimpinan, Direktur, Kepala, Ketua, Manajer di instansi, lembaga, organisasi masyarakat, paguyuban dan pengelola wisata Desa Ponggok. (8) Fokus pencegahan tidak berpengaruh positif terhadap motivasi memimpin normatif pada Pimpinan, Direktur, Kepala, Ketua, Manajer di instansi, lembaga, organisasi masyarakat, paguyuban dan pengelola wisata Desa Ponggok. (9) Fokus pencegahan tidak berpengaruh positif terhadap motivasi memimpin nonkalkulatif pada Pimpinan, Direktur, Kepala, Ketua, Manajer di instansi, lembaga, organisasi masyarakat, paguyuban dan pengelola wisata Desa Ponggok.

Implikasi penelitian ini menunjukkan bahwa self efficacy berpengaruh penting terhadap peningkatan motivasi memimpin, yang dapat meningkatkan efektivitas dan kinerja pemimpin, serta berdampak pada peningkatan kondisi desa. Maka dari itu, perlu adanya program pelatihan kepemimpinan yang bertujuan dapat membantu mengembangkan keyakinan diri seorang pemimpin agar dapat meningkatkan kinerja kepemimpinan. Selain itu, fokus promosi juga berpengaruh terhadap motivasi memimpin. Penurunan fokus promosi dapat menurunkan motivasi

memimpin, apalagi dengan kondisi desa yang menurun. Maka dari itu, perlu adanya dukungan dan program yang bertujuan untuk meningkatkan motivasi memimpin berdasarkan fokus promosi, seperti peningkatan keterampilan atau strategi memimpin. Hal ini berguna untuk mengembalikan kepercayaan diri seorang pemimpin yang akan berdampak pada peningkatan kinerja dan pencapaian kesuksesan. Sehingga dapat membantu desa untuk bangkit dan berkembang kembali.

Kata Kunci : Desa Pongok, Motivasi Memimpin, Self Efficacy, Regulatory Focus



## ***SUMMARY***

This study titled "The Influence of Self-Efficacy and Regulatory Focus on Motivation to Lead (An Empirical Study in Ponggok Village, Klaten)". The study aimed to determine the influence of self-efficacy and regulatory focus on motivation to lead among leaders in Ponggok Village. The research method used was quantitative research. The population of this study consisted of 48 leaders, directors, managers, heads of 15 institutions, organizations, community organizations, associations, and tourism managers in Ponggok Village. The sampling technique used was saturated sampling. However, the number of respondents willing to fill out the questionnaire was only 40 respondents.

Based on the multiple regression analysis using SPSS, it was found that: (1) Self-efficacy has a positive and significant effect on motivation to lead affective among leaders, directors, heads, chairs, and managers in institutions, organizations, community organizations, associations, and tourism managers in Ponggok Village. (2) Self-efficacy has a positive and significant effect on motivation to lead normative among leaders, directors, heads, chairs, and managers in institutions, organizations, community organizations, associations, and tourism managers in Ponggok Village. (3) Self-efficacy has a positive and significant effect on motivation to lead noncalculative among leaders, directors, heads, chairs, and managers in institutions, organizations, community organizations, associations, and tourism managers in Ponggok Village. (4) Promotional focus has a positive and significant effect on motivation to lead affective among leaders, directors, heads, chairs, and managers in institutions, organizations, community organizations, associations, and tourism managers in Ponggok Village. (5) Promotional focus has no positive effect on motivation to lead normative among leaders, directors, heads, chairs, and managers in institutions, organizations, community organizations, associations, and tourism managers in Ponggok Village. (6) Promotional focus has a positive and significant effect on motivation to lead noncalculative among leaders, directors, heads, chairs, and managers in institutions, organizations, community organizations, associations, and tourism managers in Ponggok Village. (7) Prevention focus has no positive effect on motivation to lead affective among leaders, directors, heads, chairs, and managers in institutions, organizations, community organizations, associations, and tourism managers in Ponggok Village. (8) Prevention focus has no positive effect on motivation to lead normative among leaders, directors, heads, chairs, and managers in institutions, organizations, community organizations, associations, and tourism managers in Ponggok Village. (9) Prevention focus has no positive effect on motivation to lead noncalculative among leaders, directors, heads, chairs, and managers in institutions, organizations, community organizations, associations, and tourism managers in Ponggok Village.

The implications of this study indicate that self-efficacy has a significant influence on improving motivation to lead, which can enhance the effectiveness and performance of leaders, leading to improved village conditions. Therefore, there is a need for leadership training programs aimed at helping develop a leader's self-confidence to enhance leadership performance. Additionally, promotional focus also affects leadership motivation. A decrease in promotional focus can decrease

motivation to lead, especially in declining village conditions. Thus, there is a need for support and programs aimed at enhancing leadership motivation based on promotional focus, such as improving leadership skills or strategies. This is useful for restoring a leader's focus and self-confidence, leading to improved performance and success. Hence, it can help the village to rise and develop again.

Keywords : Ponggok Village, Motivation to Lead, Self Efficacy, Regulatory Focus

