

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *self efficacy* terhadap *adversity quotient* pada tenaga penjualan (*Sales*) di bank syariah. Metode penelitian yang digunakan adalah kuantitatif dengan pendekatan regresi linear sederhana. Responden penelitian berjumlah 96 *Sales* yang sudah menjadi pegawai tetap, dipilih melalui teknik purposive sampling. Instrumen penelitian ini menggunakan skala *self efficacy* dan skala *adversity quotient* yang telah diuji validitas dan reliabilitasnya. Hasil analisis menunjukkan bahwa *self efficacy* berpengaruh positif dan signifikan terhadap *adversity quotient* ($\beta = 0,753$; $R^2 = 0,567$; $p < 0,001$). Artinya, semakin tinggi keyakinan diri *Sales* terhadap kemampuannya, semakin tinggi pula daya tahannya dalam menghadapi kesulitan, penolakan, dan tekanan pencapaian target. Hasil analisis deskriptif menunjukkan bahwa mayoritas responden memiliki tingkat *self efficacy* dan *adversity quotient* yang tinggi. Faktor demografis seperti masa kerja dan jenis kelamin juga ditemukan dapat berpengaruh, di mana *Sales* baru cenderung memiliki motivasi lebih tinggi, dan responden laki-laki menunjukkan tingkat *self efficacy* serta *adversity quotient* yang tinggi. Temuan ini memperkuat teori Bandura bahwa *self efficacy* yang tinggi mendorong individu untuk melihat tantangan sebagai peluang, bersikap gigih, dan mampu bangkit dari kegagalan.

Kata kunci: *self efficacy*, *adversity quotient*, *Sales*, bank syariah

ABSTRACT

This study aims to determine the effect of Self Efficacy on the adversity quotient of Salespeople in Islamic banks. The research method used was quantitative with a simple linear regression approach. The respondents were 96 permanent Salespeople selected through purposive sampling. The research instrument used a Self Efficacy scale and an adversity quotient scale, which have been tested for validity and reliability. The analysis showed that Self Efficacy had a positive and significant effect on adversity quotient ($\beta = 0.753$; $R^2 = 0.567$; $p < 0.001$). This means that the higher a Salesperson's confidence in their abilities, the greater their resilience in the face of difficulties, rejection, and the pressure of achieving targets. The descriptive analysis showed that most respondents had high levels of Self Efficacy and adversity quotient. Demographic factors such as length of service and gender were also found to be influential, with new Salespeople tending to have higher motivation, and male respondents exhibiting higher levels of Self Efficacy and adversity quotient. These findings reinforce Bandura's theory that high Self Efficacy encourages individuals to view challenges as opportunities, achieve success, and recover from failure.

Keywords: Self Efficacy, adversity quotient, Sales, Islamic banking