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THE INFLUENCE OF SELF-EFFICACY ON THE RESILIENCY OF COMMUNITIES WORKING IN NON-STAR ACCOMMODATION BUSINESS IN UBUD VILLAGE POST-PANDEMICS COVID-19

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ABSTRACT

The Covid-19 pandemic crisis is one of the catastrophic events that has caused economic changes and make an impact on communities psychologically who work in non-star accommodations in Ubud Village. This study aims to analyze the effect of self-efficacy on communities resilience who work in non-star accommodations in Ubud Village, Gianyar, Bali, post-pandemics Covid-19. This study uses a sequential explanatory mixed method by combining quantitative and qualitative research approaches. The total of samples taken in this study was 100 respondents determining the sample using a proportionate stratified random sampling from the local community of Ubud, ethnically Balinese workers in non-star accommodation businesses in Ubud Village such as homestays, bungalows, villas, and guest houses then the data were analyzed using Structural Equation Modeling (SEM) with the help of Smart-PLS for student software. The results showed that the hypothesis in this study was accepted, and showed that self-efficacy had a significant and positive effect on resilience. The results of this study indicate that resilience can be realized through the role of self-efficacy as confidence in self-competence so that the community who works in the non-star accommodation business in Ubud Village can develop a resilient personality after the Covid-19 pandemic.

Keywords: *communities workers, resilience, self-efficacy, post-pandemic*

INTRODUCTION

Tourism is a sector that is vulnerable to the threat of natural disasters, physical vulnerability, and intangible threats (Bhaskara, 2017); as an industry covered by human activity, the vulnerability of the tourism industry to various threats of natural disasters and the threat of pandemic outbreaks which can limit the mobility of tourists on a large scale and have a direct impact on economic losses compared to other industries (Faulkner, 2001: 136; Person-Fischer & Liu, 2021). The emergence of the Coronavirus Disease 2019 (Covid-19) pandemic, which has been endemic in various parts of the world since 2019, had a very significant impact on the lives of the world's communities and affected the tourism sector. Ubud Village is one of the most popular tourist destinations on the island of Bali with the development of non-starred accommodations businesses such as homestays, villas, bungalows, and guest houses, which are classified as very rapid. Indirectly, the existence of this tourism development creates opportunities for the local community to take up the profession as workers in non-star accommodation businesses in Ubud Village.

However, since the Covid-19 pandemic, tourism activities in the Ubud Village have stopped due to the lack of availability of the share of tourists and had implications for slow economic turnover due to very low product purchasing power, especially in accommodations in Ubud Village. Around 70 percent of communities who work in tourist accommodation businesses in Ubud Village during the pandemic had experienced being forced to resign from

their previous occupation, based on those experiences causing various upheavals and changes in the community's economy, which were decreasing. This of course had implications for the psychology of society, which could hinder resilience during challenging conditions. The pandemic crisis has demanded many things from the community to make various innovative efforts to survive during the pandemic. Even though the tourism conditions in the Ubud Village have experienced an increasing trend since the middle and end of 2022, communities who work in the non-star accommodation business are slowly reorganizing their lives after going through various obstacles and difficult situations due to the shock of stress from the Covid-19 pandemic crisis. However, some non-star accommodation business workers in Ubud Village are unable to adapt and have given up on the situation due to their lack of resources. The lack of confidence in oneself will be able to get through the difficult times that have been faced, and this shows that the community needs to learn from experiences of tourism disturbances. Therefore, communities working in non-star accommodation businesses in Ubud Village need to realize their resilience through self-efficacy as a step and effort to adapt again after experiencing a negative situation or life event in the future.

Previous studies conducted by Widiastini et al. (2021), namely examining the resilience of tourism workers affected by the Covid-19 pandemic (Riadil, 2020; Bozovic et al., 2021; Muchammad et al., 2021; Sari et al., 2022; Poeresti et al., 2022; Pitanatri & Putra, 2022; Bao & Quyhn, 2022). The study conducted by Sulastri and Juffi (2021) examined the relationship between self-efficacy and resilience in dealing with the Covid-19 pandemic (Indrayanti et al., 2022; Bozovic et al., 2022). The study conducted by Mananda et al. (2021) has a similar urgency to the previous research by Proboningrum & Baiquni (2022), namely examining the relationship between the attitude of tourism entrepreneurs and their intention to survive in the face of the Covid-19 pandemic. Furthermore, Pitanatri & Putra (2022) have researched the resilience of communities in Tourism Areas in dealing with the Covid-19 pandemic (Muchammad et al., 2021; Negarayana, 2021; Kusuma et al., 2021; Santi & Indrayani, 2021). Bao and Quyhn (2021) used a quantitative research approach with data collection techniques through questionnaires. Data were analyzed using multiple linear regression analysis (Sulastri & Jufri, 2021; Indrayanti et al., 2022; Bozovic et al., 2021). Meanwhile, Pitanatri & Putra's (2022) in their study has similarities with previous studies by Mananda et al. (2021), namely using the Structural Equation Modeling (SEM) data analysis technique.

Previous studies by Sari et al. (2022) used a mixed-method research approach with data collection techniques through observation, questionnaires, and interviews (Mananda et al., 2021; Poeresti et al., 2021; Negarayana, 2021; Pitanatri & Putra, 2022). Furthermore, the study conducted by Negarayana (2021) used the same data analysis technique as the study conducted by Sari et al. (2022), namely using descriptive statistical analysis. Meanwhile, Widiastini et al. (2021) in their study used a qualitative descriptive research method with data collection techniques through observation and in-depth interviews regarding aspects of the resilience of tourism actors affected by the Covid-19 pandemic (Riadil, 2020; Hapsari & Baiquni, 2020; Muchammad et al., 2021; Kusuma et al., 2021; Santi & Indrayani, 2021; Santi & Utomo, 2021; Widiastini et al., 2022).

The results of previous studies explained the relationship between self-efficacy and resilience, which can be seen in the study of Sulastri & Juffri (2021); Bozovic et al. (2022); Indrayanti et al. (2022), where in their study explained that the higher the self-efficacy will

reach higher the individual resilience in facing difficult conditions. Meanwhile, previous studies conducted by Cetin & Askun (2018) revealed that self-efficacy could encourage an individual to improve his performance. In this case, the individual will maximize his efforts and last longer in the difficult tasks he faces, so self-efficacy has a positive and significant relationship to intrinsic motivation in building an individual's performance.

Based on the literature review from previous studies, various studies have been carried out regarding self-efficacy on the resilience of the community, workers, and tourism entrepreneurs in dealing with the Covid-19 pandemic. However, studies on the influence of self-efficacy on the resilience of community workers in non-star accommodation businesses are still limited which is in case study post pandemic Covid-19. Based on these previous studies, it is important for this research to analyze the relationship between self-efficacy and the resilience of people who work in non-star accommodation businesses in Ubud Village after the Covid-19 pandemic.

METHOD

The location of this study is in the Ubud Village, Ubud District, Gianyar Regency of Bali Province and the study uses a sequential explanatory mixed method by combining quantitative and qualitative research approaches. Data were collected using field observation, followed by distributing questionnaires using a Likert scale and conducting interviews with communities working in non-star accommodation businesses in Ubud Village as supporting informants in answering the results of quantitative data analysis. The number of samples taken was 100 respondents determining the sample using a proportionate stratified random sampling, namely the sample is the local community of Ubud, ethnically Balinese as workers in non-star accommodation businesses in Ubud Village based on the category of homestay, bungalows, villa and guest house. The data was analyzed using Structural Equation Modeling (SEM) with the help of Smart-PLS software for students to test the partial relationship between independent variables with the dependent variable. The results of Structural Equation Modeling (SEM) analysis will be explained descriptively and qualitatively to answer the problem formulation in this study.

The rationale designed in this study is measured through the adaptation of the concept of self-efficacy according to Bandura (1997); Corsini (1994) is divided into three aspects: magnitude, affective process, and strength. The concept of resilience is adapted according to Wagnild & Young, 1993; Reivich & Shatte (2002), which is divided into equanimity, perseverance, optimism, meaningfulness, and reaching out. This study identifies the characteristics of communities who work in non-star accommodation businesses and the effect of self-efficacy on the resilience post-pandemic Covid-19.

RESULTS AND DISCUSSION

Characteristics of Communities Working in Non-Star Accommodation Businesses in the Village of Ubud

Based on data obtained regarding the characteristics of community respondents who work in non-star accommodation businesses in the Ubud Village area, the majority of respondents are male (62%); aged 21 to 30 years (35%); have married status (58%); have the last education of Senior High School or Vocational School (63%); position in the non-star tourist

accommodation business, where the majority are employees (78%); most of the respondents were taken proportionally from the workforce in guest house accommodation (66%), homestay accommodation (22%), villa and bungalow accommodation (6%); have work experience of more than three years (61%); and (70%) of respondents to this study had temporarily stopped working in non-star accommodation businesses during the Covid-19 pandemic.

Construct Reliability And Validity

Results of the construct reliability and Validity showed that tests of all the variables in this study to answer feasible or valid if they meet the Average Variance Extracted (AVE) value which has a value of 0.50 and for each variable has a good reliability with a greater Composite Reliability value than 0.70 and besides that, it can seen from the value of Cronbach's Alpha which meets the requirements of a reliability value above 0.70.

Table 1. Construct Reliability dan Validity

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Self-Efficacy (X1)	0,957	0,963	0,746
Resilience (Y1)	0,930	0,942	0,671

Source: Research Result Data, 2023

Based on the results of the Construct Reliability and Validity tests, all the variables contained in this study met the reliability requirements because they met Cronbach's Alpha and Composite Reliability values it showed that greater than 0.70. The Average Variance Extracted (AVE) value it showed that greater than 0.50 and this research is feasible to use for next analysist.

R-Square and F-Square

Analysis using R square is also said to be a test of the coefficient of determination, namely to find out the value of the dependent latent variable that can be explained by the independent latent variable and expressed in percentage form. The results of the structural model analysis using R-square (R2) can be explained as follows:

Table 2. R-Square

Variable	R Square
Resilience	0,184

Source: Research Result Data, 2023

The results of analysis the structural model test of the R square value (R2), it was found that the resilience variable has an R Square value of 0.184, so this variable is said to have an

influence of 18.4% which can be explained by the self-efficacy variable of communities who work in non-star accommodation businesses in Ubud Village. The remaining 81.6% is influenced by other variables not examined in this study.

Analysis of the value of F square (F2) aims to see the effect of the predictor variable on the dependent variable. If the F square value is greater than 0.35, it can be said to have a strong influence; a value of 0.15 - 0.34 is said to be moderate, and a value range of 0.02 - 0.14 is said to have a weak effect.

Table 3. F-Square

Variable	Resilience
Self-Efficacy	0,226
Resilience	

Source: Research Result Data, 2023

Based on the results of the analysis, the F square (F2) value, namely the self-efficacy variable, has an F square value of 0.226 for the resilience variable, which in this case, is included in the moderate influence category.

Model Fit

Analysis of the fit or goodness of fit model is used to validate the combined performance of the measurement model (outer model) and the structural model (inner model), which refers to the SRMR value. If the SRMR value < 0.08, it can be stated as a perfect fit, and if the SRMR value < 0.10, it is declared fit, or it can be said to meet the criteria.

Table 4. Model Fit

Variable	Saturated Model
SRMR	0,053
NFI	0,833

Source: Research Result Data, 2023

Based on the fit model analysis results it can be explained the value of the SRMR of this research variable was 0.053, so this model was declared a perfect fit because it had an SRMR value of less than 0.08, and the fit model test met the criteria and was feasible to use.

Outer Model Analysis

The following is the result of bootstrapping the structural equation model, which aims to see the value of the level of significance of total effects and the probability of the direct effect. According to Ghozali (2014), the outer loading value between the variable and the indicator is ideal and valid if the value is greater than 0.70 in measuring the Construct. This research can

explain the variations in the outer loading values contained in this research indicator, namely as follows:

Table 5. Results of Measurement Models on Self-Efficacy Variables (X1)

Indicator	*Outer Loading*	*Standard Deviation*	*T-Statistics*	P Value	Significance
Independence in taking action	0,887	0,026	34,211	0,000	Accepted
Problem-solving ability	0,898	0,019	46,292	0,000	Accepted
The ability to restore self-confidence	0,887	0,020	43,865	0,000	Accepted
Emotion control	0,884	0,024	37,434	0,000	Accepted
Anxiety control	0,883	0,027	33,061	0,000	Accepted
Ability to deal with stress	0,861	0,038	22,627	0,000	Accepted
Ability to overcome difficult conditions	0,781	0,052	15,106	0,000	Accepted
Self-competence	0,901	0,019	46,395	0,000	Accepted
Attitude Spirit	0,783	0,056	13,909	0,000	Accepted

Source: Research Result Data, 2023

Based on the measurement model analysis results, it shows that all the indicators forming the self-efficacy variable have an outer loading value greater than 0.5, so the results of the indicator measurement model test on the self-efficacy variable play a significant role. The indicator for self-efficacy variable statements that has the highest significance is the self-competence indicator, with an outer loading value of 0.901 and a P value of 0.000. Meanwhile, the outer loading value from the measurement model test results for each indicator contained in the resilience variable is described as follows:

Table 6. Results of Measurement Models on Resilience Variables (Y1)

Indicator	*Outer Loading*	*Standard Deviation*	*T-Statistics*	P Value	Significance
An attitude of not giving up	0,847	0,031	27,762	0,000	Accepted
Learn from experience	0,869	0,049	17,765	0,000	Accepted
Self-perseverance	0,855	0,031	27,831	0,000	Accepted
Struggle for achievement	0,819	0,044	18,807	0,000	Accepted
Positive Thinking	0,819	0,045	18,248	0,000	Accepted

Resilience Ability	0,832	0,037	22,331	0,000	Accepted
Ability to Re-adaptability	0,793	0,045	17,447	0,000	Accepted
Courage to take risks	0,711	0,055	12,968	0,000	Accepted

Source: Research Result Data, 2023

Based on the analysis of the variable measurement model, it was found that all indicators on the resilience variable had an outer loading value greater than 0.5, so the results of the indicator measurement test on the resilience variable played a significant role. The analysis results found the most significant indicator for the resilience variable, namely the learning from experience indicator, which can be explained on outer loading value of 0.869 and a P value of 0.000.

Inner Model Analysis

The structural model (inner model) is a model used to predict the relationship between latent variables. The results of the direct effect analysis and indirect effect of the self-efficacy and resilience variables are described as follows:

Table 7. Result of Direct Effect

Relations Between Variables		*Original Sample*	*Standard Deviation*	*T-Statistics*	*P Values*	Significance
Self-Efficacy Resilience	→	0,429	0,077	5,612	0,000	Accepted

Source: Research Result Data, 2023

Based on the hypothesis analysis, it can be concluded that the self-efficacy variable has a positive and significant effect on the resilience variable of communities who work in non-star accommodation businesses in Ubud Village, with an original sample value of 0.429 and T statistic value of 5,612 which is greater than the criterion value of 1.96 and the P value Values 0.000, which is less than the criterion value of 0.05, in this case, self-efficacy has a positive effect on the resilience of communities who work in tourist accommodation businesses in the Ubud Village after the Covid-19 pandemic.

Discussion

Based on the results of the analysis that has been carried out from an analysis of the hypothesis, it is known that the effect of the self-efficacy variable on the resilience variable has fulfilled the value requirement criteria, so the first hypothesis is declared accepted from the results of the structural model testing, so the results that self-efficacy had a positive and significant influence on resilience. Thus the higher the self-efficacy, in this case, the higher the resilience of the communities who work in non-star accommodation businesses in the Ubud

Village after the Covid-19 pandemic. The results of this study are consistent with research that has been conducted by Sulastri & Jufri (2021), Indrayanti et al., 2022, and Bozovic et al., 2022 which stated that self-efficacy has a positive and significant influence on the resilience of workers affected by the Covid-19 pandemic, and in their research stated that self-efficacy plays an important role for an individual to determine how he behaves in responding to the difficult situations he faces. Resilient individuals also have self-efficacy that can be used as a resource to be able to effectively manage problems or solve problems experienced by individuals (Aziz & Noviekayati, 2016). The Covid-19 pandemic has demanded non-star accommodation business community workers in the Ubud Village to turn to other sectors to find new solutions and alternatives to survival during a heavy economic downturn in the tourism sector. Not only shifting to the business sector, but some communities switch to work in other sectors to seek more adequate income opportunities.

Communities in this condition are no longer running out of many ways to deal with the pandemic crisis and can still adapt to economic activity changes. The community has taken various opportunities and efforts to survive during conditions where no work can be done during the pandemic, so this has directly impacted the loss of their main source of income in the non-star accommodation business. As revealed in the research by Pitanatri & Putra (2022), he said that the communities of Ubud had already relied on the tourism sector. During the pandemic, they had to think as creatively as possible even though they earned sufficient income from local economic activities.

The results of the study also found that not a few communities working in non-star accommodation businesses in Ubud Village mentioned that the existence of a pandemic crisis had made it an important experience for him as a tourism actor to be able to understand the importance of reconsidering risk threats as a readiness capital in minimizing various threats that occurred in the tourism sector during the past which will come. Even though the communities working in non-star accommodation businesses in the Ubud Village have succeeded in being resilient, some of them cannot take risks in the framework of developing themselves after the Covid-19 pandemic. Based on the research results, findings show that the responses of community respondents get less response on this aspect. The non-star accommodation business community workers in Ubud Village are very aware that living conditions tend to be dynamic and the inability to predict conditions that will occur after the Covid-19 pandemic when is over; however, the people of Ubud need to understand an adequate response to disaster management to reduce the impact of a disaster event leading to a high recovery rate to generate strong community resilience.

Bandura (1997), in his theory, states that high self-efficacy refers to individual success in carrying out a task that he can perform an action that they do as well as how individuals think and motivate themselves when facing a difficult event in the middle of their life. Bandura also emphasized that individuals with high self-efficacy will believe they can carry out a task until it is successful according to their abilities in solving various problems faced in their life. According to Wagnild & Young (1997), resilience is dynamic, and every human being has experienced difficulties in life. Furthermore, Wagnild & Young, resilient individuals will manipulate life's difficulties with a more open attitude so that individuals tend to be careful in finding solutions to their challenges. This has shown that self-efficacy has a very important role in creating resilience for communities who work in non-star accommodation businesses in

the Ubud Village in directing their behavior to rise from adversity to return to achieving the various achievements expected after facing the Covid-19 pandemic crisis.

CONCLUSION

Based on the results of data analysis and the discussion that has been described regarding the effect of self-efficacy on the resilience of communities working in non-star accommodation businesses in the Ubud Village after the Covid-19 pandemic, this study can be concluded that the results of testing the structural model show that self-efficacy has an influence positive and significant to resilience. So the results of the model analysis in this study can be interpreted that high self-efficacy will significantly affect the resilience of communities working in non-star accommodation businesses in Ubud Village after the Covid-19 pandemic.

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