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Effect of self-efficacy on public speaking ability

Bibliography: 5 Chapter 68 pages + Appendix + 24 books

### **ABSTRACT**

The purpose of this thesis is to identify whether there is an effect of self-efficacy on the ability of public speaking of regular students of the 2 faculties of communication in the public relations study program class of 2015 at the Mercu Buana University, Central Jakarta. This research was conducted in the 2019 period using quantitative methods with simple linear regression analysis techniques, namely data analysis techniques to determine the effect of one independent variable on one dependent variable.

The theory which is the foundation is social cognitive theory, which is guided by the factors of skill, belief, and value of action. This theory recognizes the causal contribution of thought processes to human motivation, attitudes and actions. The research data were obtained from questionnaire survey data and used a non-probability sampling method. Data analysis using SPSS 22.0 tools for windows.

The results of this study concluded that there was an effect of self-efficacy on the ability of public speaking students of the faculty of communication science public relations study program class of 2015 at the University of Mercubuana, Central Jakarta, with a result of 50.9% where each 1% added value of the efficacy, the value of the ability of public speaking increased by 1,221

Keywords: Self-efficacy, Public speaking, public relations



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Pengaruh efikasi diri terhadap kemampuan *public speaking*  
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### ABSTRAK

Tujuan penulisan tugas akhir ini adalah mengidentifikasi adakah pengaruh efikasi diri terhadap kemampuan *public speaking* mahasiswa reguler 2 fakultas ilmu komunikasi program studi *public relations* angkatan tahun 2015 Universitas Mercu Buana Jakarta pusat. Penelitian ini dilakukan pada periode tahun 2019 dengan menggunakan metode kuantitatif dengan teknik analisis regresi linear sederhana, yaitu teknik analisa data untuk mengetahui pengaruh satu variabel bebas (independen) terhadap satu variabel terikat (dependen).

Teori yang menjadi landasan adalah teori sosial kognitif, yang berpedoman pada faktor kecakapan, keyakinan, dan nilai bertindak. Teori ini mengakui kontribusi kausal dari proses pemikiran terhadap motivasi, sikap, dan tindakan manusia. Data penelitian diperoleh dari data survey kuesioner dan memakai metode *non-probability sampling*. Analisis data menggunakan alat bantu SPSS 22.0 for windows.

Hasil penelitian ini memperoleh kesimpulan bahwa ada pengaruh efikasi diri terhadap kemampuan *public speaking* mahasiswa fakultas ilmu komunikasi program studi *public relations* angkatan 2015 Universitas Mercubuana Jakarta pusat, dengan hasil 50.9% dimana setiap penambahan 1 % nilai efikasi maka nilai kemampuan *public speaking* bertambah sebesar 1.221

Kata kunci : Efikasi diri, *Public speaking*, *public relations*