

**SELF-EFFICACY DAN SOCIAL SUPPORT SEBAGAI PREDIKTOR
PSYCHOLOGICAL WELL-BEING PADA DISTRIBUTOR MULTI
LEVEL MARKETING TIENS SYARIAH KABUPATEN
KARAWANG DI MASA PANDEMI COVID-19**

ABSTRAK

Fenomena pandemi COVID-19 telah memberikan dampak perubahan terhadap proses *selling* dan *recruiting* distributor Tiens Syariah, dampak tersebut dapat mempengaruhi kesejahteraan psikologis (*psychological well-being*) distributor Tiens Syariah. *Psychological well-being* merupakan sebuah konsep yang berusaha memaparkan tentang *positive psychological functioning*, yaitu suatu kondisi mental yang sehat dimana seseorang dapat berfungsi optimal dalam kehidupannya. Berdasarkan penelitian Prayogi, Muslihati, dan Handarini (2017) menunjukan bahwa terdapat pengaruh positif dan signifikan antara *self-efficacy* dan *social support* terhadap *psychological well-being*. Sehingga penelitian ini bertujuan untuk menganalisis pengaruh *self-efficacy* dan *social support* terhadap *psychological well-being* pada distributor *multi level marketing* Tiens Syariah di Kabupaten Karawang. Populasi dalam penelitian ini berjumlah 210 responden dengan sampel berjumlah 131 responden menggunakan rumus Issac dan Michael dengan taraf signifikansi 5%. Metode penelitian yang digunakan adalah kuantitatif dengan teknik pengumpulan data menggunakan teknik kuota. Berdasarkan hasil uji regresi berganda *self-efficacy*, *social support*, dan *psychological well-being*, terdapat pengaruh antara *self-efficacy* dan *social support* terhadap *psychological well-being* dengan nilai Sig. $0.000 < 0,05$, dengan nilai koefisien determinasi sebesar 67,8%. Kemudian hasil uji regresi berganda *self-efficacy*, *emotional*, *instrumental*, *informational*, dan *companionship* terdapat berpengaruh terhadap *psychological well-being* dengan nilai Sig. $0.000 > 0,05$ dengan nilai koefisien determinasi sebesar 70,4%. Sehingga semakin tinggi *self-efficacy* dan *social support* seseorang akan semakin tinggi pula *psychological well-being* nya.

Kata kunci: *Self-Efficacy*, *Social Support*, *Psychological Well-Being*, Distributor, Tiens Syariah

**SELF-EFFICACY AND SOCIAL SUPPORT AS PREDICTORS
OF PSYCHOLOGICAL WELL-BEING DISTRIBUTOR MULTI
LEVEL MARKETING TIENS SYARIAH KARAWANG
DISTRICT DURING THE COVID-19 PANDEMIC**

ABSTRACT

The phenomenon of the COVID-19 pandemic has had an impact on changes to the selling and recruiting process of Tiens Syariah distributors, this impact can affect the psychological well-being of Tiens Syariah distributors. Psychological well-being is a concept that seeks to describe positive psychological functioning, which is a healthy mental condition in which a person can function optimally in his life. Based on the research of Prayogi, Muslihati, and Handarini (2017), shows that there is a positive and significant influence between self-efficacy and social support on psychological well-being. So this study aims to analyze the effect of self-efficacy and social support on psychological well-being in Tiens Syariah multi-level marketing distributors in Karawang Regency. The population in this study amounted to 210 respondents with a sample of 131 respondents using the Issac and Michael formula with a significance level of 5%. The research method used is quantitative with data collection techniques using quota techniques. Based on the results of multiple regression tests of self-efficacy, social support, and psychological well-being, there is an influence between self-efficacy and social support on psychological well-being with the value of Sig. 0.000 < 0.05, with a coefficient of determination of 67.8%. Then the results of the multiple regression test of self-efficacy, emotional, instrumental, informational, and companionship have an effect on psychological well-being with the value of Sig. 0.000 > 0.05 with a coefficient of determination of 70.4%. So that the higher a person's self-efficacy and social support, the higher his psychological well-being.

Keywords: *Self-Efficacy, Social Support, Psychological Well-Being, Distributor, Tiens Syariah*