

ABSTRAK

PENGARUH NARSISME DAN *SELF-EFFICACY* TERHADAP KINERJA KARYAWAN OPPO *SMARTPHONE* AREA *STREET-LAMPUNG CITY*

Oleh

Wulan Nur Fitria

OPPO *Smartphone* merupakan produsen elektronik yang beralamat di Dongguan, Guangdong, China. OPPO memproduksi peralatan elektronik seperti *MP3 Player*, *LCD TV*, *Portable Media* dan pada tahun 2008 OPPO *Smartphone* mulai menggarap pasar *smartphone*. Permasalahan dalam penelitian adalah narsisme dan *self-efficacy* karyawan, target kinerja karyawan yang belum terpenuhi dikarenakan narsisme di dalam diri karyawan tidak maksimal dan juga *self-efficacy* karyawan yang kurang dioptimalkan berdampak langsung pada kinerja.

Penelitian ini bertujuan untuk mengetahui pengaruh narsisme dan *self-efficacy* terhadap kinerja karyawan pada OPPO *Smartphone* Area *Street-Lampung City*. Penelitian ini dilakukan kepada semua karyawan OPPO *Smartphone* Area *Street-Lampung City* sebanyak 113 responden. Metode pengumpulan data dalam penelitian ini menggunakan kuesioner *skala likert*. Penelitian ini menggunakan metode kuantitatif dan menggunakan analisis data berupa uji validitas, uji reliabilitas, uji normalitas, dan uji t (parsial) dengan bantuan SPSS.

Hasil dari penelitian ini mendukung hipotesis yang diajukan bahwa narsisme berpengaruh positif dan signifikan terhadap kinerja karyawan, *self-efficacy* berpengaruh positif dan signifikan terhadap kinerja karyawan. OPPO *Smartphone* Area *Street-Lampung City* sebaiknya lebih mengoptimalkan wewenang yang dimiliki masing-masing jabatan agar terciptanya garis wewenang yang lebih baik, lebih yakin dalam menangani masalah-masalah yang terjadi secara efisien dan lebih kreatif dalam mencari solusi untuk masalah baru.

Kata Kunci: Narsisme, *Self-Efficacy*, dan Kinerja Karyawan

ABSTRACT

THE EFFECT OF QUALITY OF NARCISSISM AND SELF-EFFICACY TO EMPLOYEE PERFORMANCE OPPO SMARTPHONE AREA STREET- LAMPUNG CITY

By

Wulan Nur Fitria

OPPO Smartphone is an electronics manufacturer based in Dongguan, Guangdong, China. OPPO is a manufactures company that produce electronic equipment such as MP3 Player, LCD TV, Protoble Media and in 2008 OPPO Smartphones began working on the smartphone market. The problem in this study is narcissism and employee self-efficacy, employee performance targets that have not been achieved yet because narcissism within employees is not optimal and also the less optimized employee self-efficacy that caused a direct impact on performance.

This study aims to determine the effect of narcissism and self-efficacy on employee performance at OPPO Smartphone Area Street-Lampung City. This research was carried out to all OPPO Smartphone Area Street-Lampung City employees as many as 113 respondents. The method of the data collection in this study used a linkert scale questionnaire. This study uses a quantitative method and uses data analysis in the form of validity test, reliability test, normality test, and t test (partial) with the help of SPSS.

The results of this study support the hypothesis that narcissism has a positive and significant effect on employee performance, self-efficacy has a positive and significant effect on employee performance. OPPO Area Street-Lampung Smartphone City should optimize the authority of each position so it would create a better authority line, more confident in handling problems with more efficient and also more creative in solving another problem in the future..

Keyword :Narcissism, Self-Efficacy, and Employee Perfomance