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**THE RELATIONSHIP BETWEEN SELF EFFICACY  
AND GOAL REALIZATION IN INDONESIA  
FOODSERVICE INDUSTRY**



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**UUM**  
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**DOCTOR OF PHILOSOPHY  
UNIVERSITY UTARA MALAYSIA  
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REALIZATION IN INDONESIA FOODSERVICE  
INDUSTRY**

By

**RADEN RORO FOSA SARASSINA**



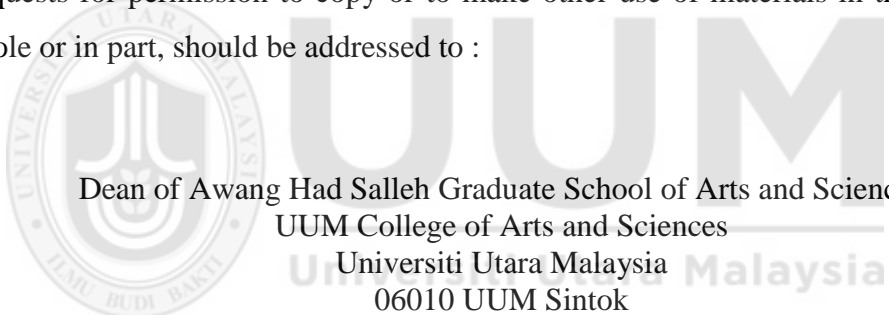
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## Abstract

Low goal realization of local new franchise entrepreneurs in Indonesia is the main factor that motivates this study. The growth of Indonesia's leading local foodservice chain new outlet is only at the average of 3.48% while the international counterparts is at 8.24% over the past 5 years. This study has two bifocal objectives namely to examine the direct effect of specified predictors on goal realization and to examine the indirect effect or mediating effects of specified predictors on goal realization. Quantitative method is the main research design used with the local franchisees as the unit of analysis. From the 230 questionnaire distributed, 100 completed questionnaires were returned, representing 44 percent response rate. The questionnaire consists of 70 items measuring nine constructs which are goal realization; plan enactment; implementation intention, implementation desire; goal intention; goal desire; self-efficacy; attitude; and subjective norms. Partial Least Square through SMART PLS is used as the analysis method. The empirical results show four direct impacts: the direct predictor of goal realization is plan enactment; the direct predictor of plan enactment is self-efficacy; the direct predictors of implementation intention are implementation desire and self-efficacy. The indirect relationships show that plan enactment mediates the relationship between self-efficacy and goal realization. The results indicate that the goal realization has shorter process compared to the underpinning theory. Based on the findings, this study recommends that for the local franchisees to be successful they need to have high plan enactment but must be assisted by self-efficacy. More often than not, most Indonesian franchisees only manage to reach the implementation intention with the level of self-efficacy and implementation desire that they may have.

**Keywords:** goal realization, plan enactment, self-efficacy, implementation intention, franchisee entrepreneur.

## Abstrak

Penetapan realisasi matlamat yang rendah oleh usahawan francais tempatan baharu di Indonesia merupakan faktor utama kajian ini dijalankan. Jumlah rantaian cawangan baharu perkhidmatan makanan tempatan terkemuka di Indonesia hanya berkembang pada purata 3.48% berbanding 8.24% yang dicapai rakan sejawat mereka di peringkat antarabangsa sepanjang 5 tahun lalu. Objektif kajian ini bersifat dwifokus, iaitu mengenal pasti kesan langsung peramal tertentu terhadap realisasi matlamat, serta mengenal pasti kesan tidak langsung atau kesan pengantara peramal tertentu terhadap realisasi matlamat. Reka bentuk kajian ini didasari kaedah kuantitatif dengan francais tempatan sebagai unit utama analisis. Daripada 230 soalselidik yang edarkan, sebanyak 100 soalselidik telah diperoleh kembali yang merupakan 44% kadar respons. Soal selidik merangkumi 70 item bagi menilai sembilan konstruk (realisasi matlamat, enakmen rancangan, pelaksanaan tujuan, pelaksanaan keinginan, tujuan matlamat, keinginan matlamat, keberkesanan sendiri, sikap, dan norma subjektif). Analisis kajian dijalankan menggunakan pendekatan Kuasa Dua Terkecil Separa (KDTs) berdasarkan perisian SMART PLS. Keputusan empirikal kajian menunjukkan empat kesan langsung: peramal langsung realisasi matlamat adalah enakmen rancangan; peramal langsung enakmen rancangan adalah keberkesanan sendiri; peramal langsung pelaksanaan tujuan adalah pelaksanaan keinginan serta keberkesanan sendiri. Hubungan tidak langsung menunjukkan enakmen rancangan memberikan kesan pengantara antara keberkesanan sendiri dan realisasi matlamat. Keputusan kajian menunjukkan realisasi matlamat merupakan proses yang lebih pendek berbanding teori asas kajian. Berdasarkan dapatan, kajian ini mencadangkan pemberi francais supaya menetapkan tahap enakmen rancangan yang tinggi untuk berjaya, tetapi ia perlu turut dibantu faktor keberkesanan sendiri. Kebanyakan pemberi francais Indonesia hanya mencapai tahap pelaksanaan tujuan melalui keberkesanan sendiri dan pelaksanaan keinginan mereka.

**Kata kunci:** realisasi matlamat, enakmen rancangan, keberkesanan sendiri, pelaksanaan keinginan, usahawan pemberi francais.

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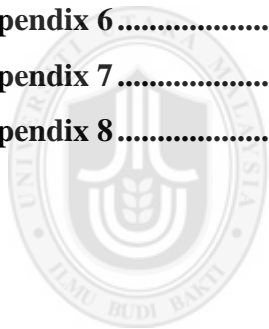




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## List of Abbreviation

AVE	Average Variance Extracted
BDB	Bagozzi, Dholakia and Basuroy Model
CFA	Confirmatory Factor Analysis
D&B	Dholakia and Bagozzi Model
EMGB	Extended Model of Goal Directed Behavior
GD	Goal Desire
GI	Goal Intention
GR	Goal Realization
ID	Implementation Desire
II	Implementation Intention
MAP	Model of Action Phases
MGB	Model of Goal Directed Behavior
PE	Plan Enactment
PBC	Perceived Behavioral Control
SE	Self Efficacy
SEE	Shapero Entrepreneurial Event
SEM	Structural Equation Modelling
SMBG	Self Management of Blood Glucose
SN	Subjective Norm
TPB	Theory of Planned Behavior
VIF	Variance Inflated Factor



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# CHAPTER ONE

## INTRODUCTION

### 1.1 Preface

This chapter consists of background of the study, which among others includes the main objective, and motivation of the current study. After the background, the problem statements are detailed out and continued with research questions. Then, the research is further detailed with research objectives, significance of the study, scope and limitation of the study, definition of key terms, contribution of the study, and lastly organization of this thesis.

### 1.2 Background of the Study

Goal realization of franchise purchase or goal realization of becoming a franchisee is the phase where potential franchisees finally reach their goal to be a franchisee, or achieve their aim of purchasing a franchise (Praditbatuga, 2007; Torikka, 2011). When potential franchisees reach their goal to purchase a franchise, where they become a franchisee entrepreneur, then, they have achieved goal realization.

Low goal realization of local new franchise entrepreneurs in Indonesia is the main factor that motivates the current study. This can be observed in the low percentage growth of local franchise outlets. Over 5 years period, between 2008-2012, the realization of new outlets of Indonesia local's biggest three foodservice franchise

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