

**HUBUNGAN MODAL PSIKOLOGIS DENGAN PERILAKU INOVATIF
PEMILIK USAHA MIKRO, KECIL DAN MENENGAH (UMKM)
KULINER DI KOTA JAMBI**

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ABSTRAK

LATAR BELAKANG: Sebagai industri yang berkembang pesat dan paling diminati membuat wirausaha bidang kuliner harus mampu memunculkan inovasi dalam mempertahankan eksistensi dan daya saing usahanya. Namun kenyataannya, perilaku inovatif pengusaha kecil masih terbatas dan jarang dilakukan. Modal psikologis dipercaya sebagai salah satu faktor yang mampu memunculkan perilaku inovatif wirausaha.

TUJUAN: Untuk melihat hubungan modal psikologis dengan perilaku inovatif pemilik UMKM kuliner di Kota Jambi.

METODE: Penelitian ini menggunakan pendekatan kuantitatif korelasional. Populasi penelitian ini ialah pemilik UMKM kuliner di Kota Jambi. Pengambilan sampling menggunakan teknik kluster acak dengan sampel sebanyak 342 orang. Analisis data menggunakan *Pearson's Product Moment*.

HASIL: Ditemukan adanya hubungan positif signifikan antara modal psikologis dengan perilaku inovatif pemilik UMKM kuliner di Kota Jambi dengan r sebesar 0,259 p value <0.001 . Ditemukan hubungan positif signifikan antara aspek efikasi diri, optimis, harapan, dan resiliensi dengan perilaku inovatif pemilik UMKM kuliner di Kota Jambi.

KESIMPULAN: Terdapat hubungan positif signifikan antara modal psikologis dengan perilaku inovatif pada pemilik UMM kuliner di Kota Jambi di mana modal psikologis juga memberikan sumbangan efektif terhadap perilaku inovatif sebesar 10%

Kata Kunci: Modal Psikologis, Perilaku Inovatif, Wirausaha, UMKM, UMKM Kuliner.

CORRELATION BETWEEN PSYCHOLOGICAL CAPITAL AND INNOVATIVE BEHAVIOR OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME) CULINARY ENTERPRISES IN JAMBI CITY

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BACKGROUND: As a rapidly growing and highly competitive industry, culinary entrepreneurs must be capable of innovating to maintain the existence and competitiveness of their businesses. However, in reality, the innovative behavior of small entrepreneurs is still limited and rarely practiced. Psychological capital is believed to be one of the factors that can stimulate innovative behavior among entrepreneurs.

OBJECTIVE: To see the relationship between psychological capital and the innovative behavior of culinary MSME owners in Jambi City.

METHODS: This research used a correlational quantitative approach. The population of this research is culinary MSME owners in Jambi City. Sampling used cluster sampling technique with a sample of 342 people. Data analysis used Pearson Product Moment.

RESULT: It was found that there was a significant positive correlation between psychological capital and innovative behavior of culinary MSME owners in Jambi City with an r of 0.259 p -values <0.001 . Researchers also found a significant positive correlation between self-efficacy, optimism, hope, and resilience with innovative behavior of culinary MSME owners in Jambi City.

CONCLUSION: There is a significant positive relationship between psychological capital and innovative behavior among MSME culinary owners in Jambi City where psychological capital also makes an effective contribution to innovative behavior by 10%.

Keyword: Psychological Capital, Innovative Behavior, Entrepreneurship, MSME, Culinary MSME.