Openness to Experience Trait Personality and Resilience to Coffee Shop Owners in Salatiga

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ABSTRAK

Membangun maupun menjalankan suatu bisnis, sering kali para pelaku UMKM dihadapkan pada berbagai macam rintangan serta resiko khususnya di masa pandemi COVID-19. Keadaan ini menuntut para pelaku UMKM harus mampu bertahan dari situasi apapun agar bisnis tetap dapat berjalan dengan semestinya seperti halnya pada pemilik Coffee Shop di Salatiga. Untuk bisa bertahan dan menghadapi masa sulit, individu harus dapat membentuk kepribadian yang baik akan pandangan yang positif untuk melakukan inovasi. Maka dari itu, penelitian ini bertujuan untuk melihat hubungan antara openness to experience trait personality dengan resiliensi pada pemilik Coffee Shop di Salatiga. Penelitian ini menggunakan metode kuantitatif dengan desain korelasi. Sebanyak 30 partisipan yang dilibatkan dengan menggunakan teknik sampling jenuh. Pengukuran penelitian menggunakan skala BFI untuk bagian openness to experience trait personality dan skala resiliansi dari Connor-Davidson Resilience Scale (CD-RISC). Hasil penelitian membuktikan adanya hubungan positif signifikan antara openness to experience trait personality dengan resiliensi pada pemilik Coffee Shop di Salatiga (r = 0,543 dan signifikan 0,001). Hal ini mengindikasikan bahwa openness to experience trait personality menjadi salah satu faktor yang berkaitan dengan resiliensi pada pemilik Coffee Shop di Salatiga.

ABSTRACT

When building or running a business, MSMEs actors often face various obstacles and risks, especially during the COVID-19 pandemic. This situation requires MSMEs actors to survive any situation so that the business can continue to run properly, as with the Coffee Shop owners in Salatiga. To be able to survive and face difficult times, individuals must be able to form a good personality with a positive outlook to innovate. Therefore, this study aims to see the relationship between the "openness to experience trait personality" and the resilience of Coffee Shop owners in Salatiga. This study uses a quantitative method with a correlation design. A total of 30 participants were involved using a saturated sampling technique. The measurement of the study used the BFI scale for "openness to experience trait personality" and the Connor-Davidson Resilience Scale (CD-RISC) resilience scale. The study's results prove a significant positive relationship between "openness to experience trait personality" and resilience in the coffee shop owners in Salatiga (r = 0.543 and significant 0.001). It indicates that the "openness to experience trait personality" is one of the factors related to the resilience of Coffee Shop owners in Salatiga.

1. INTRODUCTION

The emergence of COVID-19 was first discovered in Wuhan, China. The virus spread through tourism and trade routes from Wuhan to the rest of the world, including Indonesia. As a result of the COVID-19 pandemic, micro, small and medium enterprises (MSMEs) in Indonesia have gone bankrupt. Based on a survey conducted by Software-as-a-Service (SaaS) companies in collaboration with several organizations conducted in 22 provinces in Indonesia found a decrease in turnover of 67.5% against 78% of respondents (Baskoro, 2020). The Indonesian MSME Association released data that stated that as many as 30 million MSME actors had gone bankrupt (Sembiring, 2021). The problems experienced by MSME players and a threat to the national economy during the current pandemic are difficulties obtaining raw materials, hampered distribution, decreased sales, and many layoffs of workers and laborers (Dani Sugiri, 2020; Nalini, 2021).

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The Indonesian government issued several policies from the start of the arrival of COVID-19 in Indonesia until now. The current policy restricts community activities (PPKM) (Nahdi et al., 2020; Rizal et al., 2021). This policy made by the government is very good for reducing the high number of cases of the COVID-19 virus in Indonesia, there are restrictions on working hours, and there is a ban on crowds (Rizal et al., 2021; Yunus & Rezki, 2020). With these government policies, cases of COVID-19 in Indonesia can be reduced, but government policies also greatly impact several fields, such as education, society, and economics. In addition, it also has an impact on the MSME sector, which is the most important sector in the economy in Indonesia. To rise from this downturn, MSMEs must be more critical in seeing opportunities to maintain their business during the pandemic and always develop innovations to survive the current conditions.

The many changes in people's lives today have caused many problems, likewise for MSME actors who must make changes to maintain their business (Awali, 2020; Nabilah et al., 2021). One way is by changing the mindset of MSME players from conventional to virtual (Fiona, 2022; Redaksi, 2021). With this, every innovation will emerge, and MSME players can overcome new challenges during the pandemic. It is because, currently, people are limited to interacting with each other directly, and it is difficult for MSME actors who still run their businesses in this traditional way. However, it is a different matter for MSMEs who have implemented their business by using the digital world as a vehicle for interaction and transactions (Victoria, 2021).

With the enactment of the PPKM policy, MSME actors are affected by several impacts, especially at the Coffee Shop in Salatiga City. The impact experienced by Coffee Shop entrepreneurs in Salatiga is experiencing psychological problems such as low motivation, excessive anxiety, prolonged fatigue, and stress in the form of sleep disturbances, headaches, digestive problems, and respiratory problems. In addition, they also experienced additional costs to maintain their business to survive and continued to experience a drastic decline in their income (DetakJateng, 2021; Ernawaty, 2021). Then, the owner of the Coffee Shop in Salatiga changed the marketing pattern, initially selling cups and drinks on the spot, changing and switching to plastic cups and a takeaway system. This condition is done to avoid the occurrence of crowds at the venue. Furthermore, other impacts felt by MSME actors, namely, the distribution of supply and demand were hampered, as well as disruption to the buying and selling and promotion agenda (Nasution et al., 2020; Rizal et al., 2021)

From the initial assessment data of 10 Coffee Shop MSME actors. The Coffee Shop in Salatiga revealed that the policy issued by the government regarding PPKM greatly impacted MSME actors, especially Coffee Shops. Coffee Shops in Salatiga need help attracting customers to the place. It resulted in a decrease in income turnover at the Coffee Shop. Revenue at the Coffee Shop decreased due to a policy stating that the maximum number of visitor capacity is only 50% of the space provided. In addition, there are restrictions on operational hours until 20.00 local time. With a decrease in Coffee Shop income, the owner has to reduce employees by terminating employment. It is done so that the Coffee Shop can still operate. Apart from that, the marketing strategy plan that had been prepared previously changed. Coffee Shop owners had to think hard to create new strategies to attract visitors to the Coffee Shop again and increase sales. Some of these problems have put Coffee Shop owners under pressure. Every Coffee Shop owner must overcome the problems above by overcoming every obstacle that exists by building self-resilience and adjustments, which can be called resilience.

Resilience can be understood as an ability to develop self-qualities that are considered possible for individuals to rise when faced with difficulties. In applying resilience, individuals must have personal abilities. Individuals must be able to be careful, be able to establish relationships with other people, be able to control themselves to achieve goals and be able to believe in and get through any difficult obstacles. Individuals with low resilience tend to be less able to address problems, resulting in being easily discouraged, easily stressed, and burn out (Rushton. H. C, Batcheller. J, Schoader. K, 2015). Conversely, resilient individuals can overcome negative conditions and orient themselves toward individual psychological well-being (Cooke et al., 2016). Achieving resilience in Coffee Shop owners is inseparable from factors influencing it, such as personality (Ilham & Mubarak, 2018). One of the personalities studied in this study is the openness to an experience personality trait.

The emergence of the Big Five theory began with Eysenck's research which used three dimensions to measure a person's personality. However, other researchers consider that more than these three dimensions are needed to measure a person's personality, and too many factors are used (Schultz & Schultz, 2016). Then, Golberg conducted research that produced personality measurements with five dimensions: extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience. John then developed the research in the same year. The openness to experience trait personality is a personality type that refers to how individuals can view the world more positively, one of which is seeing a problem as an opportunity to create innovations. An individual has high openness when openness includes the breadth of

insight, deep thought, original ideas, and high-complexity mental life experiences. Someone with a good idea can help him develop himself optimally (Madrid et al., 2014). When an individual has a dominant personality type of openness to experience, the individual will be more creative (Pratiwi & Salendu, 2021). In addition, individuals with the dominant personality trait of openness to experience tend to show a high sense of curiosity and feel happy when learning new things beyond their abilities. They are more likely to adapt easily to new environments or situations (Ilham & Mubarak, 2018).

By being open to new experiences, individuals will easily overcome a challenge. However, building resilience takes work. When individuals have high curiosity, individuals will receive much new information, so that individuals will indirectly learn from the information obtained. They start from high curiosity to form creativity. This process forms individuals into innovative individuals, enabling individuals to choose various options, consequences, and alternatives in facing challenges. Openness to experience personality traits has a relationship with forming resilience in individuals. Previous research has shown that the openness to experience personality type has a relationship with resilience (r = 1.482) (Ilham & Mubarak, 2018). However, other studies show different things, showing that the personality trait of openness to experience does not have a positive relationship with resilience (r = 0.135) (Sijabat, 2018).

Judging from the results of previous research and from the phenomena that have occurred, it can be seen that the emergence of COVID-19 has affected the economic downturn in Indonesia. One of the factors causing this is a decrease in income from various sectors, one of which is the MSME sector, including the Coffee Shop in Salatiga. . Bank Indonesia noted that 87.5% of MSMEs in Indonesia experienced a decrease in income (Saputra, 2021). This new condition forced Coffee Shop owners to survive by innovating in government policies. It can be formed with the openness to experience personality. This Coffee Shop owner can adapt to all the conditions and obstacles now. Therefore, it is necessary to conduct a special review to see the contribution or role of the openness to experience trait personality towards resilience in coffee shop owners in Salatiga. Based on the phenomenon above, this study aims to determine the relationship between openness to experience personality traits and resilience in coffee shop owners in Salatiga. The hypothesis is that there is a positive relationship between the openness to experience personality trait and the resilience of the owners of the Salatiga Coffee Shop.

2. METHOD

This study uses a quantitative approach with a correlation design to determine the relationship between openness to experience personality trait (X) and resilience (Y) in the owners of the Salatiga Coffee Shop. The data source used is primary data from distributing questionnaires directly at each Coffee Shop in Salatiga. This research involved 30 Coffee Shop owners in Salatiga City, consisting of 12 Coffee Shops in the Sidorejo sub-district, 7 Coffee Shops in the Tingkir sub-district, 7 Coffee Shops in the Sidomukti sub-district, and 6 Coffee Shops in the Tingkir sub-district. Argomulyo. Participant involvement has been agreed upon through an informed consent sheet, part of the research procedure. An overview of the involvement of all participants is presented in Table 1.

Table 1. Participant Demographic Data

Characteristics	Valid (n)	Percentage (%)
Gender		
Man	29	97%
Woman	1	3%
Total	**30**	**100%**
Age		
18-22	5	17%
23-40	18	60%
41-60	7	23%
Total	**30**	**100%**
The Year that the Coffee Shop was Founded		
2010	1	3%
2011	1	3%
2012	2	7%
2013	2	7%
2015	1	3%
2016	5	17%
2017	2	7%

Characteristics	Valid (n)	Percentage (%)
2018	3	10%
2019	5	17%
2020	1	3%
2021	7	23%
Tota	**30**	**100%**

The data collection method uses a questionnaire or a psychological measurement scale (questionnaire) consisting of the resilience scale and the personality trait openness to experience. The resilience scale is measured using the Connor-Davidson Resilience Scale (CD-RISC) from Connor and Davidson (2003), with five aspects: personal competence, trust in one's instincts, positive acceptance, control, and factor, and spiritual influence. The resilience scale consists of 25 items, and from the results of the item selection analysis, 20 items pass the selection for further research. The resilience scale uses five response categories based on a Likert Scale from Very Unsuitable (1) to Very Suitable (5). Item selection scores range from 0.344 to 0.686, with a Cronbach's Alpha score of 0.890, which is very reliable.

Then the openness to experience trait personality scale was measured using the Big Five Inventory (BFI), designed based on the characteristics of the openness to experience trait personality proposed by John (1990). These characteristics include flexibility of insight, deep thought, original ideas, and high-complexity mental life experiences. The openness to experience trait personality scale consists of 10 items, and from the results of the item selection analysis, nine items pass the selection for further research. The resilience scale uses five response categories based on a Likert Scale from Very Unsuitable (1) to Very Suitable (5). Item selection scores range from 0.301 to 0.582, with a Cronbach's Alpha score of 0.782, classified as reliable.

3. RESULT AND DISCUSSION

Result
Statistical Descriptive Analysis

Statistical descriptive analysis was conducted to see an overview of the data calculations on the openness to experience trait personality and resilience scales. It includes the results of the maximum and minimum scores, the standard deviation, the average calculation, and the categorization of the two scales.

Table 2. Openness to Experience Trait Personality

No.	Interval	Category	F	Percentage
1	41,4 < x < 45	Very High	5	17 %
2	37,8 < x < 41,4	High	7	23 %
3	34,2 < x < 37,8	Medium	9	30 %
4	30,6 < x < 34,2	Low	8	27 %
5	27 < x < 30,6	Very Low	1	3 %
	Total		**30**	**100%**
	Min = 27; Max = 45; Mean = 37,00; SD = 4,418			

Based on empirical descriptive data on the openness to experience trait personality variable in Table 2, the lowest score is 27, the highest score is 45, and the average is 37.00, with a standard deviation of 4.418. Thus, the openness to experience personality trait possessed by Coffee Shop owners in Salatiga City is mostly in the medium category, with a percentage of 30%. Percentage categories can be seen in Table 3.

Table 3. Resilience

No.	Interval	Category	F	Percentage
1	93,8 ≤ x ≤ 100	Very high	5	17 %
2	87,6 ≤ x ≤ 93,8	High	4	13 %
3	81, 4 ≤ x ≤ 87,6	Medium	10	33 %
4	75,2 ≤ x ≤ 81,4	Low	9	30 %
5	69 ≤ x ≤ 75,2	Very low	2	7 %
	Total		**30**	**100%**
	Min = 69; Max = 100; Mean = 84,27; SD = 7,943			

Empirical descriptive data on the resilience variable in Table 3 shows that the lowest score is 69, the highest score is 100, and the average is 84.27, with a standard deviation of 7.943. Thus, the resilience possessed by Coffee Shop owners in Salatiga City is mostly in the medium category, with a percentage of 33%.

Assumption Test

As a condition for conducting hypothesis analysis, an assumption test must be carried out to determine whether the data meets the analysis assumptions. This study used two assumptions: the normality test and the linearity test.

Normality test
Table 4. One-Sample Kolmogorov-Smirnov Test

		Openness to Experience	resilience
N		**30**	**30**
Normal Parameters[a,b]	Mean	37.00	84.27
	Std. Deviation	4.418	7.943
Most Extreme Differences	Absolute	0.090	0.146
	Positive	0.090	0.146
	Negative	-0.084	-0.113
Kolmogorov-Smirnov Z		0.490	0.798
Asymp. Sig. (2-tailed)		0.970	0.548

From the normality test results in Table 4, the K-S-Z score for the openness to experience trait personality variable is 0.490 with a significance of 0.970 (p> 0.05). Then, the K-S-Z score for the resilience variable is 0.798 with a significance of 0.548 (p>0.05). These results indicate that the openness to experience trait personality and resilience variables are normally distributed.

Linearity Test.
Table 5. Linearity Test

			Sum of Squares	Df	Mean Square	F	Sig.
Resilience * Openness to Experience	Between Groups	(Combined)	1342.867	14	95.919	2.954	0.023
		Linearity	540.299	1	540.299	16.642	0.001
		Deviation from Linearity	802.568	13	61.736	1.902	0.117
	Within Groups		487.000	15	32.467		
	Total		**1829.867**	**29**			

From the results of the linearity test in Table 5, the Fcount score was 16.642 with a significance of 0.001 (p <0.05). It shows a linear relationship between openness to experience personality traits and resilience in Coffee Shop owners in Salatiga City. v

Hypothesis Testing
Table 6. Carl Pearson Correlation Test

		Openness to Experience	**Resilience**
Openness to Experience	Pearson Correlation	1	0,543[**]
	Sig. (1-tailed)		0,001
	N	30	30
Resilience	Pearson Correlation	0,543[**]	1
	Sig. (1-tailed)	0,001	
	N	30	30

From the product-moment correlation test calculation results in Table 6, the Pearson correlation score is 0.543 with a significance of 0.001 (p <0.01). It shows a significant positive relationship between openness to experience trait personality and resilience in coffee shop owners in Salatiga City.

Effective Contribution

The openness to experience trait personality contributes to the resilience of Coffee Shop owners in Salatiga by 29.5% (r2), meaning that the openness to experience trait personality is one of the factors associated with increased resilience in Coffee Shop owners Salatiga.

Discussion

Based on the results of the research that has been presented prove that the research hypothesis is accepted, namely that there is a significant positive relationship between openness to experience trait personality and resilience in Coffee Shop owners Salatiga. A Pearson correlation score of 0.543 was obtained with a significance of 0.001 (p <0.01). This study proves that the personality trait of openness to experience is related to shaping resilience among coffee shop owners in Salatiga. It can be seen from researchers' findings in the aspect of personal competence. When individuals can develop personal competence from the experiences they have experienced, individuals will be able to evaluate their abilities so that they can do new things that are different from before, which enables them to survive any situation. It can also be referred to as innovative behavior. Related to this, other studies have found that personality is one factor that shapes innovative behavior. One personality type related to forming innovative behavior is openness to experience.

Then, individuals who have openness to experience themselves will be able to assess their efforts proactively and appreciate the experience for their own sake. It allows individuals to accept the failures they experience, see these failures as an experience, and appreciate the success they have achieved (Argasiam & Hidayat, 2021). This behavior aligns with one aspect of resilience, namely Positive acceptance of change, in which individuals can respond positively to adversity.

When individuals enter the business world, they often face many obstacles when they want to start or maintain a business that has been running for a long time. Therefore, coffee shop owners must have good resilience. While having good resilience skills, Coffee Shop owners will be able to cope well with the problems they are facing because resilience is a skill that can develop individuals to become resilient, meaning that Coffee Shop owners will be able to compete in the MSME market (Cooke dkk., 2016). Tough individuals can improve performance-oriented toward individual psychological well-being (Cooke dkk., 2016) when individuals succeed in maintaining mental well-being after experiencing stress (Masten dkk., 1990). It allows a resilient individual to overcome negative conditions that have a relationship with the personal qualities of the individual, namely personality (Ercan, 2017). Personality is one of the factors that influence individual resilience. Openness to experience is one of the personality types studied in this study.

Openness to experience is a personality type that refers to how individuals see the world more positively. Individuals who are open to their experiences tend to be intellectual, willing to seek new and different things, autonomous, independent, unique in their rights, and imaginative (Ercan, 2017; McCrae & Costa, 2014). It makes individuals who are open to experience courage in taking a critical stance in facing challenging events, daring to try different options, and able to make their own decisions (Garcia & Mendieta, 2014). The personality of openness to experience can help the Coffee Shop owner's perspective be more positive in dealing with pressure in building or running his Coffee Shop business. It follows one of the two aspects of resilience, namely the positive acceptance of change and spiritual influence, explaining that individuals can deal with a change positively and when individuals have the confidence to be able to pass through an obstacle with positive feelings that make individuals will continue to struggle in achieving their goals.

Through the results of this study, it was found that openness to experience trait personality has a significant positive relationship to resilience. Even though the results are significantly positive, resilience in Coffee Shop owners is still in the moderate category. Therefore it still takes effort to build resilience in Coffee Shop owners in Salatiga. Coffee Shop owners increase other supporting factors: self-efficacy, emotional regulation, leadership skills, coping skills, and patience.

4. CONCLUSION

Based on the research that has been done, it can be concluded that there is a significant positive relationship between openness to experience personality traits and resilience in Coffee Shop Salatiga owners. It shows that the better the openness to an experience personality trait, the better the resilience of Coffee Shop owners in Salatiga. The openness to experience trait personality score is in the medium category, and the resilience score is in the medium category. The openness to experience trait personality variable influences resilience by 29.5%, and the remaining 70.5% is influenced by other factors not examined in this study. Based on the results of this study and the researchers' suggestions for Coffee Shop owners and other MSME actors, it is true that by having an openness to experience personality, individuals

will be able to deal with any stressful situation when they want to start or want to maintain a business that they have been running for a long time. Even so, Coffee Shop owners and other MSME actors must consider other factors that can increase resilience.

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