

## The Effect of Big Five Personality on Performance of Beringharjo Market Batik Traders With Coaching As A Mediation

Purbudi Wahyuni<sup>1</sup>, Diana Anggraini Kusumawati<sup>2</sup>, Rizky Wahyuning Damayanti<sup>3</sup>

UPN "Veteran" Yogyakarta<sup>1,2</sup>

Gadjah Mada University<sup>3</sup>

Correspondence Email: [purbudi.wahyuni@upnyk.ac.id](mailto:purbudi.wahyuni@upnyk.ac.id)

### ARTICLE INFORMATION

#### Publication information

#### Research article

#### HOW TO CITE

Wahyuni, P., Kusumawati, D., A., & Damayanti, R., W. (2023). The Effect of Big Five Personality on Performance of Beringharjo Market Batik Traders With Coaching As A Mediation. *Asia Pasific Journal of Management and Education*, 6(1), 36-45.

#### DOI:

<https://doi.org/10.32535/apjme.v6i1.2128>

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Published by APJME



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Received: 30 December 2022

Accepted: 4 February 2023

Published: 20 March 2023

### ABSTRACT

This study aims to identify and analyze the influence of Big Personality Five Personalities (Extraversion, Agreeableness, Conscientiousness, Emotional Stability, and Openness to Experience) on MSME Performance for Traders in the Beringharjo Market with coaching as a mediating variable. The number of respondents in the study was taken by purposive random sampling with a sample of 98 traders at the market in Yogyakarta who were able to exist selling during the Covid-19 pandemic. The analytical method uses quantitative methods with SEM-PLS analysis tools in this study. The results of the analysis of this study are extraversion, openness to experience, and agreeableness have a significant positive effect on MSME performance. Neuroticism personality has a significant negative effect directly and indirectly with coaching as a mediator on the MSME performance of traders at Beringharjo Market.

**Keywords:** Agreeableness, Conscientiousness, Extraversion, MSME Performance, Openness to Experience

## **INTRODUCTION**

Traditional markets are an important part of people's lives whose development is adjusted to the customary norms of a region. Traditional markets as a means of economic activity that supports and facilitates the needs of the community. Buying and selling activities and social relations in the community in traditional markets. The name Beringharjo was officially assigned to the market by Sri Sultan Hamengku Buwono VIII on March 24, 1929. At that time, he requested that all agencies under the auspices of the Ngayogyakarta Hadiningrat Sultanate use the Javanese language. The name Beringharjo was used because the area was originally a banyan forest (bering). At the same time the word harjo means welfare. It is hoped that the Beringharjo Market will bring prosperity. In addition, the banyan is also a symbol of greatness and protection for many people (Gardjito, Nindyarani, Putri, & Chayatinufus, 2018).

The population in this study is one of the street vendor associations in Malioboro which can represent all street vendors in the Malioboro area. This number was taken from data on street vendors in the Malioboro area by the Tri Dharma Cooperative Office. The virus pandemic Covid-19 that hit Indonesia and other countries that were also affected by the Covid-19 caused the majority of Indonesians to panic, including business owners such as Micro, Small, and Medium Enterprises (MSMEs). The pandemic that blew Indonesia itself threatened MSME owners because Indonesia implemented a regional quarantine (lockdown). Regional quarantines that have been carried out in various countries have made the Indonesian government follow the quarantine method in the region to break the chain of spreading Covid-19.

The impact of the regional quarantine (lockdown) has made MSME owners experience economic constraints. There are the owners of MSMEs experiencing a decrease in income even to the point of not carrying out selling activities as usual or can be said to be unemployed due to limited activities in various regions. Lately, the government finally implemented the PSBB or Large-Scale Social Restriction policy so that with this policy the surrounding community that owns MSMEs can carry out their economic activities as before the pandemic, only in the current condition the operational time of all community activities is limited. With this PSBB policy, the economy in the Indonesian region slowly becomes stable even though the income of MSME owners is not what it used to be before Covid-19. The implementation of PSBB is regulated in Government Rules No. 21 of 2020 signed by President Joko Widodo and Minister of Health Regulation No. 9 of 2020 concerning Guidelines for Large-Scale Social Restrictions in the Context of Accelerating to handle Covid-19 (Mashabi,2020).

The results of a survey by Bank Indonesia showed that during the pandemic since March 2020, 72.6% of MSMEs experienced a reject in performance due to the impact of Covid-19. After the re-enactment of business activities, the SME economy stretched, especially Batik traders at Beringharjo Market, DIY, starting to move again, even having good sales, but there were several traders whose sales were still stable. Traders who have emotional stability have the most dominant influence on the performance of batik traders at the Beringharjo market during the Covid-19 pandemic.

According to Law No. 20 of 2008 concerning MSMEs, what is intended by MSMEs are autonomous, economically productive businesses operated by people or organizations that are not affiliates, divisions, or branches of other firms and are not owned, controlled, or otherwise integrated directly or indirectly into the business (ojk.go.id, 2008). A large number of researchers now consider the use of personality characteristics and qualities in understanding the behavior of certain organizations (Suryadi, Muis, Taba, & Hakim, 2022)

Robbins and Judge (2017) consider personality as the total of the ways an individual acts on and interacts with other people. Entrepreneurs with high neuroticism tend to express anger and neglect and make unexpected changes. According to Jung (in Alwisol, 2010), extroverts direct individuals to objective experiences, focus on the outside world and tend to interact with surrounding individuals who are active and friendly. Extroverts are very concerned about other individuals and the world around them. They are very active and interested in the outside world. Whereas introverts direct themselves to subjective experiences, focus on the inner and private world where reality comes in the form of observations, and tend to be aloof, quiet/unfriendly, and even antisocial. Traders who are introverted will find it difficult to deal with changes in the environment where they work. Meanwhile, batik traders who are extroverted will easily face a changing environment and take business opportunities. Workability focuses on individual assets in the form of knowledge, attribute skills, and behavior as well as how individuals disseminate and present these to the organization or company (Julie & Amanda, 2017). Mangkunegara (2017) states that ability is the same as knowledge and skills because every type of work in an organization requires certain knowledge, skills, and attitudes to carry out tasks well.

## **LITERATURE REVIEW**

### **Performance Indicators of MSME Traders**

Performance is the outcome of an employee's quality and quantity of work in carrying out his obligations in accordance with the tasks assigned to him (Mangkunegara, 2017). According to (Zaenal, 2012), in measuring the performance of an MSME, there are several indicators, including; 1) Growth in the number of profits; 2) Growth is calculated in nominal money (rupiah) which is increasing; 3) Growth in the customers; 4) The customers/consumers who use the product is increasing; 5) Growth the sales; 6) The product sales in quantity is increasing; 7) Growth in the number of assets; 7) The number of company assets in the form of fixed and non-fixed assets is increasing.

### **Big Five Personality**

Pervin and John (2010) argue that personality is a person's characteristics that cause the emergence of consistency of feelings, thoughts, and behaviors. According to Robbins and Judge (2015), the model of the big five or five basic dimensions underlies all others and includes almost all significant variations in human personality. According to All port (Feist & Feist, 2010), personality is defined as a dynamic organization within the individual which is a psychosocial system and this determines the individual's unique adjustment to the environment.

Big five personality is one method for evaluating a person's personality by grouping their features into five categories that were created through component analysis. Openness to experience is individuals who are interested in new things and want to know and learn something new. These characteristics dimensions are curious, creative, and cultured. Depending on their range of interests and enthusiasm for learning new things, individuals. Open individuals are creative and curious, while closed individuals are conventional and comfortable with things that already exist (Robbins & Judge, 2017)

Conscientiousness is a personality that describes an individual's awareness of doing something. These individuals are quite efficient and generally reasonable and rational in making decisions. They have a fairly high need for achievement, but they can also set aside time for other things. They are conscientious and generally think things through before acting (Costa & McCrae, 2003). Individuals with high levels of conscientiousness are responsible, organized, reliable, persistent, and diligent. Meanwhile, those who score

low on this dimension are easily distracted, unreliable, negligent, and careless (Robbins & Judge, 2017).

Extraversion is a personality dimension that describes a person's level of comfort with a relationship. This personality is divided into two, namely introvert and extrovert. Extroverts are frequently forceful, social, and gregarious. In general, they are happier and more ambitious. Yet, introverts are typically more reserved, reserved, and shy (Robbins & Judge, 2017).

Agreeableness is a personality that refers to an individual's tendency to agree with others and describes the individual's level of trust in others (Robbins, 2017). Conversely, those with poor agreeableness tend to be icy and hostile. (Robbins & Judge, 2017). High scorers on the neuroticism scale are more likely to be irritable, anxious, self-pitying, emotional, and predisposed to stress-related disorders. Those with low N scores are usually calm, untempered, self-satisfied, and unemotional.

### **Coaching**

According to Mathis and Jackson (2011), coaching is an activity carried out by a leader to improve the performance of subordinates. Coaching is a directive process carried out by a manager to train and provide orientation to an employee about the reality of the workplace to overcome all obstacles in achieving optimal performance. It is envisaged that organizations that establish coaching will be able to better their businesses. Coaching is a learning process to develop individual capacities in which there is a process of sharing knowledge to develop behavior. According to Mathis and Jackson (2011), the element of successful coaching is a well-established relationship between two things, namely coaches and the person who they coach.

## **RESEARCH METHOD**

The majority of Batik traders in Beringharjo Market are female as many as 81 people (83%), have had a business length of 11 years to 15 years as many as 45 traders (49.9%) have completed High School Education (SLTA) and above 68 people (67%), aged between 36 to 45 years as many as 43 traders (21%), this shows that traders include people who are familiar with social media and have had sufficient work experience for a long time, so they already know the ins and outs of trading batik and already have enough network or subscribers. Based on the data, it shows that from 98 respondents, information was obtained as shown in table 1. With the description of the respondents, Batik Traders at Beringharjo Market are as follows:

**Table 1.** Description of Respondents of Batik Traders at Beringharjo Market

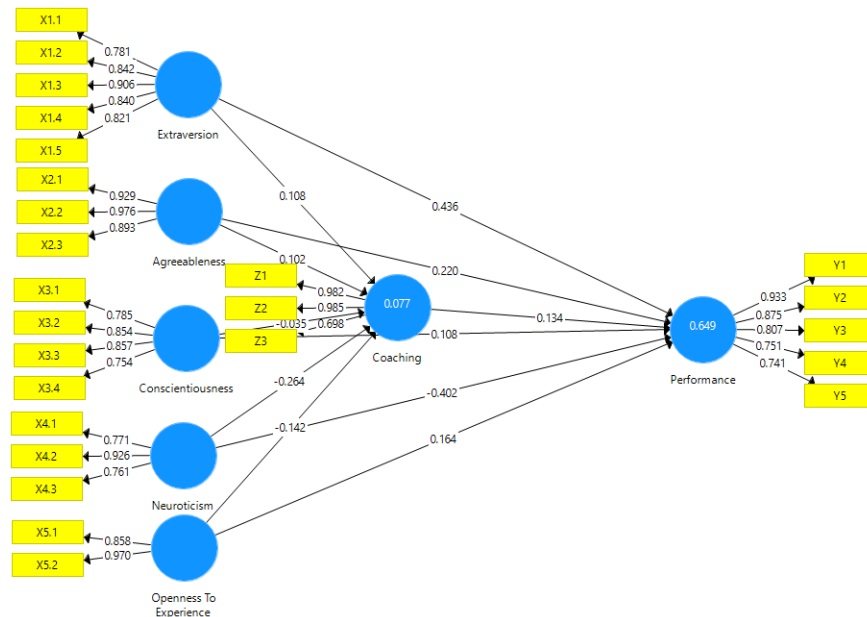
Characteristics	Category	Frequency	Percentage (%)
Gender	Man	17	17
	Woman	81	83
	Total	98	100,0
Education	Junior High	30	33,0
	Senior High	55	60,4
	S1	13	6,6
	Total	98	100,0
Age	25 -35 years	15	9
	36– 45 years	43	21
	46 – 55 years	22	13
	56 – 65 years	16	13
	Total	98	100,0

The Covid-19 pandemic has not dampened his enthusiasm for doing business. The ability to use communication tools can be one of the solutions to keep communicating with his customers. This is supported by the respondents' answers which stated that the majority of Batik traders gave responses to the emotional stability variable leaning towards very high or 86 people or 88%, namely having positive-minded personalities in dealing with pandemic situations, calm individuals who are not easily emotional when experiencing unpleasant things, a person who is calm in dealing with every matter of life and has a firm stance. This also proves that Batik traders in Beringharjo Market are able to understand the coaching quickly so that they can improve their performance.

### Validity

Test The validity test was carried out in this research using the Partial Least Square analysis tool with a loading factor  $> 0.4$ . Each item of the variables that reached this value was considered valid. In this research, all variables had a loading factor value of more than 0.4. This shows that the instrument in the study is declared valid and meets the requirements of discriminant validity. A validity test is used to resolve the homogeneity of the question items from each variable. This test is to show how far the accuracy and accuracy of a measuring instrument are in performing the function of the measuring instrument. Based on the validity test, the results in this study obtained that all variables were declared valid.

**Figure 2.** Loading Factor



### Reliability

The reliability test is used to measure the reliability of the measuring instrument, namely the variables Extraversion, Agreeableness, Conscientiousness, Neuroticism, Openness to Experience, Coaching, and Performance, using the Partial Least Square analysis tool. If the composite reliability and Cronbach's Alpha coefficients are both at least 0.6, the instrument is deemed reliable. The analysis of the data reveals that all variables have composite reliability and a Cronbach's Alpha greater than 0.6, indicating that all variables are trustworthy.

**Table 2.** Composite Reliability

	Cronbach's Alpha	Composite Reliability
Agreeableness	0.925	0.953
Conscientiousness	0.834	0.887
Neuroticism	0.756	0.862
Extraversion	0.895	0.922
Openness To Experience	0.830	0.912
Coaching	0.881	0.925
Performance	0.881	0.913

## RESULTS

### Regression Coefficient Results in Partial Least Square Linear Regression Coefficient (PLS)

**Table 3.** Path Coefficient of PLS Method

	Original Sample	Standard Deviasi	T-Statistics	P. Value
Agreeableness -> Coaching	0.102	0.103	0.990	0.325
Agreeableness -> Performance	0.220	0.074	2.972	0.004
Coaching-> Performance	0.134	0.054	2.451	0.016
Conscientiousness -> Coaching	-0.035	0.131	0.269	0.788
Conscientiousness -> Performance	0.108	0.080	1.355	0.179
Neuroticism -> Coaching	-0.264	0.122	2.165	0.033
Neuroticism -> Performance	-0.402	0.072	6.011	0.000
Extraversion -> Coaching	0.108	0.108	0.997	0.321
Extraversion -> Performance	0.436	0.058	7.517	0.000
Openness To experience -> Coaching	-0.142	0.121	1.174	0.243
Openness To Experience -> Performance	0.164	0.077	2.139	0.035

Source: Primary Data 2021

### Relationship of the Big Five Personality to Performance

The P-value  $0.000 < 0.05$  of the T-test findings using Partial Least Squares demonstrates that the extraversion variable significantly affects performance. This indicates that extraversion significantly improves the performance of Bringharjo Market vendors and that an increase in extraversion will similarly improve the performance of vendors selling batik. Traders who are easy to socialize vigorously and live in groups are easy to introduce their products to customers and increase their performance. Conversely, traders who are cold and tend to be rigid or do not like crowds are not able to attract consumer interest and improve their performance. In general, batik traders have a high level of extraversion which makes buyers feel more enthusiastic because of the pleasant atmosphere. Associating with someone who has a high degree of extraversion easily supports an increase in employee morale, and output will also increase.

Agreeableness has a significant positive effect on performance, as indicated by the P-value of  $0.004 < 0.05$ . This means that agreeableness increases, and it will increase the performance of batik traders. Beringharjo batik traders who are able to avoid conflict, are cooperative, full of trust, have a soft heart, and are kind will attract many customers and improve their performance.

Neuroticism has a significant negative effect on performance, as indicated by the P-value  $0.000 < 0.05$ . If neuroticism decreases, trader performance will increase. The negative attitude of traders in the form of being easily nervous, insecure, and depressed will hinder their performance, so they must be controlled. Batik traders who have a low level of neuroticism will be happier and more satisfied with life than someone who has a high level of neuroticism. Therefore, someone with a low level of neuroticism will cause excitement and satisfaction so as to make the company's performance more increasing.

The P-value of 0.035 0.05 indicates a substantial impact of openness to experience on performance. On average, batik traders say they like new things and are happy to generate creative ideas that can be implemented in work. This is certainly very helpful in developing the creativity of the traders. It will also affect the attainment of sales targets. When the PSBB was implemented, traders tried to find other alternatives or new things that could help them solve the problem.

These results support research by Gupta and Gupta (2020), which states that extraversion, agreeableness, and openness to experience affect performance. This happens because the work done requires employees to have creative and imaginative attributes. While conscientiousness has no significant effect on performance because the results of the analysis show a P value of  $0.179 > 0.005$ , this result is in accordance with research from Tetuja and Sharma (2016), which states that extraversion agreeableness and openness to experience have significant effect on performance, but conscientiousness has no significant effect on performance. Traders prioritize target achievement by having to complete the work as quickly as possible, at least according to the target. Traders in the conditions of the pandemic must prioritize caution in their work. Each time, additional requests for batik must be completed according to the wishes of consumers with the main considerations of speed and ignoring caution. On this basis, the results of the conscientiousness variable in research are made does not affect employee performance.

#### **The Relationship of Big Five Personality with Coaching**

The results of the regression test using SEM-PLS showed that extraversion had no significant effect on coaching, as indicated by the P-value of  $0.321 > 0.05$ . Agreeableness has no significant effect on coaching, as indicated by a P-value of  $0.325 > 0.05$ , and openness to experience has no significant effect on coaching as indicated by a P-Value of  $0.243 > 0.05$ . At the same time, neuroticism has a significant negative effect on coaching, as indicated by the P-value of  $0.033 < 0.05$ .

According to the neurotic personality component indications, those who have good emotional stability frequently have a calm demeanor and a strong point of view. Conversely, those who lack emotional stability frequently experience anxiety, depression, worry, and lack of conviction. The COVID-19 pandemic greatly affects the neuroticism of the Beringharjo market batik traders, which causes high anxiety and stress. Coaching can reduce the nervousness, worry, and negative emotions of traders. Traders with a low level of neuroticism will cause excitement and satisfaction so as to make their performance increasing.

#### **Relationship of Big Five Personality to Performance with Coaching as an Intervening**

Extraversion, agreeableness, conscientiousness, and openness to experience factors on performance were not substantially mediated by coaching, according to the findings of the regression test using partial least squares. The P-value between neuroticism and coaching is 0.033 0.05, whereas the P-value between coaching and performance is 0.016 0.05, indicating that neuroticism has a substantial negative impact on performance, with coaching serving as a mediating variable. This happened because, during the pandemic, batik traders experienced high anxiety and high-stress levels, making it difficult for them to receive coaching, which resulted in decreased performance. This is in line with the results of research conducted by Chen (2013), which says that neuroticism has a significant effect on coaching with a negative influence.



## **DISCUSSION**

The study aimed to assess how the Big Five personality characteristics affected workers' performance on the job in the Covid-19 epidemic region while using coaching as a mediator. As many as 81 individuals (83%), 45 merchants (49.9%), have finished high school education (SLTA), and above 68 people (67%), aged between 36 and 45 years, 43 traders (21%), making up the bulk of the batik traders in Beringharjo Market. The characteristics of Batik traders at Beringharjo Market show that the provision of coaching by the Market Service to improve their ability to use communication tools or social media to enhance their performance can easily be accepted or arrested. It is proven that after the Covid-19 pandemic, traders are increasingly able to use a communication device (handphone) as a medium in providing services for batik traders at Beringharjo market, DIY.

From the results of the answers to the questionnaire, it proves that the majority of Batik traders gave responses to the emotional stability variable, which tends to be very high which states that traders have calm personality, are not easily emotional when experiencing unpleasant things, are calm in dealing with every aspect of life, and have a strong attitude. This also proves that Batik traders at Beringharjo Market are able to receive learning materials that have been provided by the DIY Market Service to improve their performance. This supports previous research done by Rahmasari et al. (2021).

Additionally, extraversion, agreeableness, and openness to experience have a significant positive impact on MSME performance. In contrast, conscientiousness personality has no significant positive impact on MSME performance, and neuroticism personality has a significant negative impact both directly and indirectly on MSME performance. Batik has become the product of choice for visitors to Beringharjo Market. After Covid-19, the sales pattern changed to prioritize social media. There is coaching for Batik traders at Beringharjo Market, which has been proven to be able to mediate the performance of Batik traders, namely being able to improve SME performance, namely in the form of growth in the number of profits, namely increasing growth is calculated in nominal money (rupiah) which is increasing. Growth in the number of customers by providing a phone number that can be followed up after sales. The number of customers/consumers who use the product is increasing, growth in the number of sales, the number of product sales in quantity is increasing, growth in the number of assets, and the number of company assets in the form of fixed and non-fixed assets is increasing. Proposals for batik motives, the certainty of meetings, and various coordination between traders and consumers are more intertwined and maintained to achieve satisfaction for both parties. This finding is in line with the opinion of (Zaenal, 2012).

## **CONCLUSION**

Extraversion, agreeableness, and openness to new experiences all positively and significantly affect performance in the present pandemic condition. Performance is not much impacted by scrupulousness. Extraversion, agreeableness, and openness to experience considerably impact performance, whereas conscientiousness has no such impact. This conclusion is consistent with their findings. With coaching as a mediating variable, neuroticism has a considerable detrimental impact on work performance.

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