

ABSTRACT

Increasing business conditions in the second quarter of 2017 and the number of businesses in Indonesia that increase each year, make the competition more and more tight and increase the number of competitors. In order to compete and survive in the fierce competition, an effort is needed that can help solve the problem. One of the solutions is to find people who can help in deal with problems and exchange ideas to grow the business. In this context, a business coach is the person. Business coaches will help to develop self potential and become coach as well as companion in exchange of knowledge and information. Thus, will open his mind and be able to issue ideas that can grow his business. However, there are still many who do not believe in the role of a coach who can help to develop self potential. Thus, the trust between the coach and his client must be built first. The trust between these coach-clients can be obtained from authentic leadership perceived or owned by a coach.

This is what makes researchers want to know the relationship between authentic leadership to coaching efficacy. Whether a business coach who implements authentic leadership in his coaching session leads to coaching efficacy.

The method used in this study is a quantitative method by distributing questionnaires to 100 people business coaches in Indonesia. The spread of questionnaires is done through on line with WhatsApp (using google form) and off line (directly). To test the hypothesis, the researcher uses correlational approach. Data processing obtained from the questionnaire distribution was done with SPSS 20.0.

After performing the data processing, the researcher found that the assessment of business coaches on authentic leadership and coaching efficacy showed good value and high. This means showing good perceptions on both variables. In addition to the assessment, the researchers found a positive relationship between authentic leadership to coaching efficacy and authentic leadership variables have little contribution to coaching efficacy.

Based on the findings, the business coaches are expected to increase self-awareness and technique during business coaching sessions. For example, business coaches can describe their ability, in coaching sessions and feel confident in having the ability to detect skill errors on coachee / client.

Keywords : Business Coaching; Authentic Leadership; Coaching Efficacy