

ABSTRACT

Coaching is an activity carried out by coaches in the process of improving coachee's performance. Business coaches as leaders in business coaching activities help entrepreneurs to clarify goals, business goals, and develop skills and determine what it takes to become successful entrepreneurs. A business coach is an expert in the matter. The success of coaching is determined how the performance of a business coach as a leader. Good coaching can result in better performance, job satisfaction, and increased motivation. To become a professional Business coach there are several criteria that must be met.

A qualified coach must have knowledge and experience and intelligence in analyzing a problem. To increase the confidence of a business coach, they must have a characteristic of the leadership style applied to coaching. Authentic leadership style can be applied to business coach in order to improve the self efficacy of a business coach. This research was conducted on business coaches by using authentic leadership as an independent variable and self-efficacy as the dependent variable. The purpose of the study was to determine the relationship between authentic leadership on the increase in self-efficacy in business coaches.

Based on the results of questionnaires with 100 respondents, business coaches perceptions of the authentic leadership variables are good and the perception of the self-efficacy variable is very good. Thus, it can be concluded that there is no bad or low perception assessed by the business coaches against the variables of authentic leadership and self-efficacy.

Based on the results of correlation analysis shows there is a positive relationship between authentic leadership to self-efficacy that is equal to 0,509 which shows the direction of a positive relationship and included in the category of being. A positive relationship means that the higher the business coaches' perceptions of authentic leadership are applied, the higher the level of self-efficacy perceived by the business coach. Authentic leadership contributes 25.9% to self-efficacy The results of the contribution calculation, can be a prediction that authentic leadership can have little effect on self-efficacy in business coach.

Keywords : *Business Coach, Coaching, Authentic leadership, Self-efficacy*