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THE EFFECT OF EDUCATION, TRAINING, SKILL, MOTIVATION, AND POLICY TO INCREASE BUSINESS PERFORMANCE IN SWALLOW BIRD INDUSTRY

AMIRUDDIN LAMIDE MAILANG



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IN SWALLOW BIRD INDUSTRY

AMIRUDDIN LAMIDE MAILANG

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ABSTRACT

This study aims to examine empirically the effect of variables of education, training and skills, on the performance of the swallow bird industry in Tempe Lake located at South Sulawesi, Indonesia. The study also examines the mediating effect of motivation and moderation effect of government policy in explaining the relationship between the studied variables. The study uses mixed method approach whereby 184 respondents were chosen using random sampling. Meanwhile, a total five case study were conducted using purposive sampling method as part of the qualitative approach. Structural Equation Modelling using AMOS was used to analyze the quantitative data. On the other hand, an Analysis of Interactive Model was incorporated to analyze the qualitative data. The results show that education has a significant effect on skills ($p < 0.05$), while training has a significant effect on skills ($p < 0.05$). Education has a significant effect on motivation ($p < 0.05$) and training has a significant effect on motivation ($p < 0.05$). Skills have a significant effect on motivation ($p < 0.05$) and education has a significant effect on business performance ($p < 0.05$). Training and skills has a significant effect on business performance ($p < 0.05$) and motivation has a significant effect on business performance ($p < 0.05$). Policy has a significant effect on business performance ($p < 0.05$). The direct effect of education on motivation is 0.178, the indirect effect of education on motivation is 0.278, and the total effect of education on motivation is 0.456, The direct effect of education on motivation is 0.178, the indirect effect of education on motivation is 0.278, and the total effect on motivational education is 0.456. The study concludes the multifaceted impact of education, training, skills, motivation, and policy on business performance, suggesting that efforts to improve business outcomes should focus on enhancing these key areas. The implications of this study can help entrepreneurs improve their industrial businesses through education, training, motivation and maintenance skills by using appropriate technology tools so that they get the desired results.



KESAN PENDIDIKAN, LATIHAN, KEMAHIRAN, MOTIVASI, DAN DASAR UNTUK MENINGKATKAN PRESTASI PERNIAGAAN DALAM INDUSTRY BURUNG WALID

ABSTRAK

Kajian ini bertujuan untuk mengkaji secara empirikal kesan pembolehubah pendidikan, latihan, dan kemahiran terhadap prestasi industri burung walit di Tasik Tempe yang terletak di Sulawesi Selatan, Indonesia. Kajian ini juga mengkaji kesan pengantaraan motivasi dan kesan pengawalan dasar kerajaan dalam menjelaskan hubungan antara pembolehubah yang dikaji. Kajian ini menggunakan pendekatan kaedah campuran di mana 184 responden dipilih menggunakan pensampelan rawak. Sementara itu, sebanyak lima kajian kes dijalankan menggunakan kaedah pensampelan bertujuan sebagai sebahagian daripada pendekatan kualitatif. Pemodelan Persamaan Struktur menggunakan AMOS digunakan untuk menganalisis data kuantitatif. Sebaliknya, Analisis Model Interaktif dimasukkan untuk menganalisis data kualitatif. Keputusan menunjukkan bahawa pendidikan mempunyai kesan yang signifikan terhadap kemahiran ($p < 0.05$), manakala latihan mempunyai kesan yang signifikan terhadap kemahiran ($p < 0.05$). Pendidikan mempunyai kesan yang signifikan terhadap motivasi ($p < 0.05$) dan latihan mempunyai kesan yang signifikan terhadap motivasi ($p < 0.05$). Kemahiran mempunyai kesan yang signifikan terhadap motivasi ($p < 0.05$) dan pendidikan mempunyai kesan yang signifikan terhadap prestasi perniagaan ($p < 0.05$). Latihan dan kemahiran mempunyai kesan yang signifikan terhadap prestasi perniagaan ($p < 0.05$) dan motivasi mempunyai kesan yang signifikan terhadap prestasi perniagaan ($p < 0.05$). Dasar mempunyai kesan yang signifikan terhadap prestasi perniagaan ($p < 0.05$). Kesan langsung pendidikan terhadap motivasi adalah 0.178, kesan tidak langsung pendidikan terhadap motivasi adalah 0.278, dan kesan keseluruhan pendidikan terhadap motivasi adalah 0.456. Kajian ini menyimpulkan kesan pelbagai cabang pendidikan, latihan, kemahiran, motivasi, dan dasar terhadap prestasi perniagaan, menunjukkan bahawa usaha untuk meningkatkan hasil perniagaan harus menumpukan kepada peningkatan cabang-cabang utama ini. Implikasi kajian ini dapat membantu usahawan meningkatkan perniagaan industri mereka melalui pendidikan, latihan, motivasi dan penyelenggaraan kemahiran dengan menggunakan alat teknologi yang sesuai supaya mereka mendapat hasil yang diinginkan

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LIST OF ABBREVIATIONS

Ag	Agree
AAAE	American Association for
AD	Anno Domini
AE	Agricultural Education
AGFI	Adjusted Goodness of Fit Index
BIPS	Biro Pusat Statistik
RFRM	Regional Finance and Revenue Management Agency (<i>Badan Pengelola Keuangan dan Pendapatan Daerah</i>)
CCTV	Closed circuit television
CFI	Comparative Fit Index
CMI	Combined Method Investigation
CPU	Central Processing Unit
DC	Data Collection
DF	Degree of Freedom
Dis	Disagree
EGF	Epidermal growth factor
EGF	Epidermal growth factor
GDP	Gross Domestic Product
GFI	Goodness of Fit Index
HRM	Human Resource Management
KHZ	Human Resource Management



KMO	Kaiser-Meyer-Olkin
LMB	Hole Entrance Bird (<i>Lubang Masuk Burung</i>)
NE	Neutral
PAD	Pendapatan Asli Daerah
RBV	Resource-Based View
RMSEA	The Root Mean Square Error of Approximation
SA	Strongly Agree
SD	Strongly Dsiagree
SEM	Structural equation modeling
SHRM	Society for Human Resource Management
SIDRAP	Sidenreng Rappang
SME	Small Medium Enterprise
SOP	Standard operating procedure.
SPSS	Statistical Product and Service Solution
ULTAL	Underpaid Local Tax Assessment Letter
AULTAL	Additional Underpaid Local Tax Assessment Letter
RTCL	Regional Tax Collection Letter
TFP	Total Factor Productivity
TLI	Tucker Lewis Index

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter briefly describes the research conducted. Part 1.2 explains the background of the research, namely by touching a little on the influence of education, training, skills, motivation and policy on improving the business performance of the maintenance of swallow bird industry. Section 1.3 explains in detail the research problem based on the title of the research studied, while section 1.4 and 1.5 state the problem and objectives of the research. Section 1.6 briefly explains the theoretical framework and research concepts. Next, the contributions of this research are discussed in Sect 1.7, operational definitions for study terms in section 1.8 and research structure section 1.9. At the end, section 1.10 Study Contribution 1.11 is a summary of this chapter.



1.2 Background

The maintenance of swallows has been started for a long time, the swallow's nest business began during the Ming Dynasty (1368-1644) led by King MingChengzu. Some articles even mention that swallow nests have been known since the Tang Dynasty (618 – 907 AD) in the Kalimantan Islands. Swallow birds nest was made as a health food in the palace and was believed to have health benefits in South China. In 1587, China was the largest exporter of swallow bird nest and eventually expanded to Vietnam, Myanmar, the Philippina Thailand, Malaysia, Indonesia (Babji, 2015).Futher researcher (Dewi H. , Business Development Mechanism of Swallow Nests in Pidie Jaya District Indonesia, 2021).

The high interest in swallow's nest is due to the fact that it contains compounds that are efficacious for various purposes such as culinary, medicinal, and other uses (Vebriansyah, 2017) and (Akhmad Mulyadi1*, 2021). The Swallow bird nest Research in China and Japan shows that there are many possible health benefits of the nest and dible Bird Nest is used medically in traditional Chinese medicine. (Wahyuni, 2021). One of the four main carbohydrates found in compress saliva is sialic acid, which is present in high concentrations in breast milk and is thought to contribute to developmental advancement among breastfed infants (Oda et al. 1998) benefits of edible bird nest consumption (Dewi,

2020). Researchers in Korea found that Swallow's nest extract causes the proliferation of human adipose stem cells, and thus has the potential to play an important role in stem cell therapy (Rizki Annur^{1*}, 2022) and benefits and contents of swallow's nest, there is a lot of demand from foreign markets for increasing the export value of swallow's nests (Dewi Alia Adninta¹, 2023) Swallow bird maintenance has long been carried out by people in several regions in Indonesia and continues to experience rapid development in recent years (Dewi, 2021). Swallow bird maintenance industry that have very high prices in 2010 - 2014 the price was very high, even reaching Rp. 20,000,000 per kg, but now the population of swallow bird nests and prices are starting to decline (Yoga Pangestu Tamura^{*}, 2023) in Teluk Batang District, North Kayong Regency, and from the results of interviews with the owner of swallow bird maintenance industry, acceptance of bird's nests also occurs in South Sulawesi and even throughout Indonesia.

Swallow bird maintenance industry must understand the science of marketing as stated by Kotler and Armstrong (2020: 6), which is a process by which companies create value for customers and build strong relationships with customers with the aim of attracting consumers. Customer value in return. Understanding the importance of marketing (Mellyta Wandha Chayaning¹, 2022), Stanton (2000:4) creates relationships with customers. Companies that have started to recognize and understand that marketing is an important factor in achieving

business performance (Adelina1, 2023). The marketing concept aims to provide satisfaction to the wants and the needs of consumers. The high economic value of swallow's nests in the world market is one of the triggers for the rapid development of the swallow bird maintenance business in Indonesia today (Muliati1, 2022). The very limited production from nature and the unmet demand of the world market has caused people to try hard to cultivate or maintain swallows in special buildings (Roby Rakhmadi et.al, 2022). The role of education, training, skill and motivation, (Ismail Fausy AR, 2023) and efforts to manipulate the natural environment in the maintenance of puddled buildings continue to be developed, including the use of technology to manipulate the environment in such a way that it resembles and invites swallows to these livestock factors such as humidity (Sholihin, 2020). There are two main sounds that must be played to attract birds to the farm including internal and external sounds as appropriate to the natural conditions of their habitat (Nematollahi., et. al., 2020), and (Hamdi et al., 2022).

Modernization of technology in the maintenance of swallow birds have also experienced significant progress (Cahyadi, et al., 2023). Some technologies that are currently undergoing a lot of progress and application in society are technology in assembling sound system equipment, aeration systems, and installing fin boards (A, Rahman et al., 2018). and (Rais Mu'ammar, 2022), training on making tools of

calling swallow bird Even in recent years the application of technology in the field of hatchery and automatic digital systems in the operation of aeration and lighting systems in A.Kukuh Adisusilo (Fristy, 2021, Ma'arif, 2020, Upi dan Aha, 2023). It is widely used in large-scale and more modern business units (Ion, 2020). Online communication such as mobile phones can monitor and control work from anywhere in a timely manner (Trendov et.al, 2019).

The development of digital technology and electrical systems, especially in environmental maintenance swallow bird so that it resembles natural conditions (A.Kukuh Adisusilo, 2023) is currently experiencing rapid development in the swallow bird industry. The problem is that not all business people have the same abilities and competencies in implementing this technology in increasing the company's strategic capacity (Lubis, 2023). The result is the real fact that there are still many business actors who experience failure and the slow development of business units even though the development of educational technology and training has been so advanced but has not focused on the swallow bird industry business sector so that limited knowledge and bird watching skills can hinder expedition activities. This training aims to improve knowledge and skills in bird observation based on lethargy (Iswandaru, 2023). (Anang Kukuh Adisusilo *. E., 2023) The ability to master and apply technology in the swallow business as well as other businesses is directly related to knowledge or

education and skills as well as experiences such as regulating temperature (Ibrahim, et al., 2009). This relationship is due to the fact that technology as a product of science requires a basic understanding of basic theories and working systems, such as utilizing creativity in assembling a tool. A technology will be easy to understand and easy to apply when the basic theory and working mechanism are well known and it is certainly related to one's education or knowledge, training and skills. (Barkhowa et.al, 2022).

(Irwan, 2022) the impact of swallow bird management for swallow entrepreneurs who have formal and informal knowledge and education related to the applied technology will certainly understand to the applied technology such as the use of the sound of swallow bird (Budiman D. 2019). Therefore, knowledge or education becomes a basic aspect that affects a person's ability to understand the basic principles of a technology (Azis, 2023). The influence of knowledge or education does not only directly affect the basic understanding of a technology but also affects a person's ability to search for information and media literacy to obtain guides or tutorials that are currently widely available on electronic media and social media, including those capable of engineering the electronic equipment of interest.

Almas (2020), entrepreneurs who have specific knowledge related to swallow bird maintenance, especially the ability to use

electronic tools that can be used for swallow bird maintenance and are supported by relevant education can easily do business, Mustofa (2019) from several swallow bird maintenance industry people who learned through media can be easily recognized and tend to be interested in starting a business (Subandono, 2020).

(Syaiful Anwar & Erna Herlina, 2022). Strategic Human Resource Management (SHRM) is concerned with the role human resource management systems play in firm performance. Education or knowledge is also one of a key factor in improving one's skills or expertise because through knowledge or education, one can more easily add their skills and knowledge to something including advanced technology delivered in (Fahmi1, et.al 2020). Mastery and application of technology is sometimes not enough just with knowledge or education, but some current technology products require special skills for Strategic Human Resource Management (SHRM) relating to the role of human resource management systems in company performance, (Saiful Anwar 1 T.H., 2022), the impact of strategic human resource management on organizational performance and also previous reseachers (Dollinger, 1984, 1985; Brush, 1992; Brush & Vanderwerf, 1992 in Desouza et. al, 2006). Increasingly considered as a source of business growth and is believed to determine effectiveness in business swallow bird industry. Even some technologies such as electronic products actually require skills obtained from direct practice even without a high education background

to master them and this business includes household industry (Rahma, 2022).

The economic environment is currently changing rapidly and this change is prompted by phenomena such as globalization, information changes in customer and investor demand. In accordance with the development of globalization, product-market competition continues to increase (Halim et al., 2021). Enterprises or people who form human resource organizations through education, training, skills are one of the most important resources today (Fitriah, 2021). Competitive advantage has changed very quickly important to consider human resource management and strategy (Sunarto, 2020). Traditional sources of success such as technological products and processes, protected markets, economies of scale, human resources of the organization are more important for its sustainability (Wildan, 2021).

(Fitriany, Mohammad Zainul & Apriya Santi 2023) Several of Wijaya's (2018) motivation theories that have been mentioned tend to be related to a person's level of education and skills by using motivation theory to run an integrated swallow business. Some swallow entrepreneurs are motivated to start their business after having skills that they consider sufficient to run the swallow industry. Therefore, in the swiftlet industry's rearing business, the role of education is a foundation that will influence other variables starting from training, skills, motivation and leading to better business performance.

The success of the swallow bird maintenance business is determined by various factors, both technical and non-technical, including: technology, location, facilities and infrastructure of the swallow bird maintenance building (Budiman A., 2019:20) its management and environmental conditions. Partial studies on the influence of technology in one swallow bird maintenance unit have been carried out with various results based on ecosystems, meteorological and weather conditions as well as the influence of interactions with other factors, both technical and non-technical. But in reality in the community, not all swallow bird farming business units can be and not a few fail even though in other places with the same technology that works.

The temporary conclusion from these facts is that the condition of the area with certain characteristics requires the suitability of certain technologies that can be applied so that the swallow bird maintenance business gets good results. Technological suitability and regional characteristics are not the only contributing factors, nor are they the only factors causing the failure of swallow cultivation. But there are still other factors that also affect the maintenance of swallows which are very diverse, both technical and non-technical (Anang Kukuh Adisusilo, 2023).

Until now there has been no research that has tried to evaluate how the maintenance swallow bird industry system is managed with

various methods of education, training, skills, motivation using various levels of technology application (Fakhrudin*, Derriawan & Tabroni 2021). Business strategy for improving company performance through human resource capability, innovation and change management in competitiveness. Gagasan Penrose pada tahun 1959 yang menyatakan bahwa perusahaan itu dibuat dari keberadaan orang-orang dan sumber daya dan dapat bertahan, sehingga memperkenalkan ide dan keberlanjutan. Specific studies discussing the role and influence of education and training on the application of technology in the swallow bird business are still very limited because there is not much literature discussing the use of technology in swallow bird maintenance (Budiman A., 2019: 121). This idea is very reasonable considering that the maintenance of swallows requires dependence on the condition of natural food-providing ecosystems such as areas, forests, rice fields, swamps, rivers, lakes and coastal areas. Information on swallow bird maintenance planning is needed regarding the carrying capacity and availability of sustainable food sources that are supported by pristine ecosystems.

Rr.Almira Husna Ramadhanty, et al (2020). Tempe Lake with a large area and ecological feasibility is a potential natural resource that has not been fully utilized. However, currently in Indonesia, the maintenance of swallows is growing, both in rural and densely populated areas, and even in urban areas, perhaps because there are no special

regulations or policies regarding the maintenance of swallow bird.

In this regard, in Saipullah's research (2018:370) on business feasibility studies, Sunyoto (2019: 2) states that a business feasibility study is research that involves several aspects, starting from legal, financial, socio-economic and cultural aspects, marketing, technology, human resources and organization. One aspect that can be said to be important in maintaining a business is the legal aspect regarding the swallow bird maintenance industry in Indonesia. To guarantee the protection of these businesses, it is necessary to have clear rules to receive attention and protection from the government. Several regions have planned to make regulations on the swallow bird maintenance industry, but so far this has not materialized.

Local government only refers to Law Number 25 of 1999 concerning Regional Autonomy which states that local governments and communities are welcome to manage their own house holds responsibly (Shintia Saerang, et.al., 2020:2287; Tirayoh, 2020). Regarding the swallow birds maintenance business, what has just been designed is the swallow's nest tax. So far, there are no clear regulations that specifically apply, both regional and national regulations.

The government's policy of cutting a 10% tax on every sale of business results is a burden for swallow bird maintenance entrepreneurs.

Government policies are not in line with the motivation of entrepreneurs to improve the performance of swallow businessmen. The government policies do not support the application of high technology because it requires an adequate knowledge of human resource in technology that should be improved through education and training. Integrated management in the maintenance of swallow birds maintenance means caring for swallows as well as protecting the environment or area so that pollution does not occur which can result in killing swallow food sources. Required human resources who have education, knowledge, training, skills, and high motivation to run this business to get better results.

1.3 Problem Statement

Based on the description of the research background, several problem formulations can be identified which will be the focus of this research, Education is one of the alternatives that entrepreneurs in the maintenance swallow bird industry must have (Anang Kukuh Adisusilo*.E., Emmy Wahyuningtyas, Siti Gusti Ningrum, Linda Wijayanti & Melisa Mulyadi, 2023). In general, to increase competition is necessary for manufacturers swallow's nest to ensure that the product meets the standards international food safety (Fristy, 2021, Ma'arif, 2020, UPI & Aha, 2023). Entrepreneurs who have formal, non- formal and informal education must be applied in managing the maintenances swallow bird industry.(Raudatus Syaadah, M. Hady Al Asy Ary, Nurhasanah

Silitonga, Siti Fauziah Rangkuty 2022).

Training has an important role to focus on the swiftlet cultivation industry (Rais Mu'ammam, Irfan, Gusti Eddy Wira Pratama, 2022). Apart from having education, people also need special knowledge, training that is more focused on certain business fields. Various types of training carried out, both formal, non-formal and informal, are very necessary in managing the swiftlet farming industry, such as assembling swallow amplifiers which usually call swallows, the assembly process must be good in order to create a good farm. swallowing sound Sholihin, DR (2020).

Skill is one that is produced by training, but according to previous researchers there are several skills including basic skills, technical skills, interpersonal skills and problem skills Rumelt (1984), Barney (1986, 1991), and Dierick Cool (1998). The benefits of skills to improve industrial business performance (Deri Firmansyah1*, Asep Achmad Rifa'i, 2022) including the swallow bird maintenance industry can increase knowledge and competency challenges related to new technology and processes in Industry 4.0.

This business approach is a new strategic approach is needed for human resource management in companies. This skill plays an important role in business management, including the swallow bird

industry, as entrepreneurship also requires a special set of knowledge and skills (Lazear, 2005; Krieger et al., 2022). Also research results from Izzo et al., (2022), the findings show that the components of human capital and intellectual capital play an important and strategic role for companies to prove business performance and competitiveness.

Bearing in mind that the maintenance swallow bird industry business must have various skills that are used because swallow bird are birds that live in the wild, so maintenance of swallow bird industry always learn from various scientific disciplines to improve their business performance, and adapt to the situation and conditions of their place of business in Deri Firmansyah. et.al (2022), Firmansyah,(2022a) and (Berzins, 2020), another research (Bishop, Bishop, C.A., M.B. Woundneh, F. Maisonneuve, J. Common, J.E. Elliott, and A.J. Moran. 2020) (Firmansyah et al., 2021). Some of the skills that must be possessed, such as creating temperature, Boynton, C. pers. comm. 2020 Environmental Assessment Liaison, Canadian Wildlife Service Pacific Region, Environment and Climate Change Canada, Delta, British Columbia, humidity, lighting, placing tweeters with standard sound frequencies that match the sound of real adult and young swallows, are required by entrepreneurs. All the diversity of skills and knowledge possessed must be mastered in addition to providing company benefits and also the effect of work results and progress that can improve industrial business performance.

The motivation of entrepreneurs in the swallow bird industry tends to have the high motivation because the price of swallow nests is very high (Megracia, 2021). Motivation is needed to improve performance according to [https://employer.glints.com. blok](https://employer.glints.com.blok), 2022) Ninien, (2022) two of the many characteristics of positive work motivation that stand out are the desire to learn and high work initiation. High motivation always looks for good, fast, effective ways to carry out processes, carried out whole and can improve business performance. (Harun Samsuddin, Rasty Yulia, Soni Suharmono, Syamsu Rijal, Arief Yanto & Rukmana, 2023).

In relation to the swallow bird business, this business must be carried out diligently and professionally because it cannot be determined by planning a certain time to get results but is very much determined by the entrepreneur as explained by (Saepudin, 2023). Employee performance is the result of an employee's work. The motivation to run this business is supported by several factors, including education, training, skills and even experience in collaborating with entrepreneurs who have experience and have already achieved good results and have high motivation (Atmaja, D. S., Zaroni, A. N., & Yusuf, M. 2023).

(Chung, 2021) motivation and opportunity-enhancing HR practices and definition of motivation is defined as the encouragement of a person's mental movements and behavior. Motivation based on

education, training and certain skills is very important for business actors to be able to easily distribute work to their staff and this can be done well and integrated with the goals achieved as explained by (Kushendar et al., 2022) and Rahmad (2022) in (Harun Samsuddin et al. .al., 2023) defines motivation as the desire that arises in an employee by being inspired, encouraging and motivated to carry out business activities with integrity, happiness and seriousness so that the business activities carried out can obtain good results and can improve business performance.

Motivation is the most important factor to support the nets of a performance activity in order to increase company productivity (Mukrodi, 2021), (Harras, et.al., 2020) and targets, strategies, innovation, in achieving company goals (Rusilowati & Wahyudi, 2020). Motivation is one of the supporting factors for improving the business performance of the swallow bird industry by optimizing various methods of knowledge, education, experience supported by theory and practice (Khair Amin, & Setyo Riyanto 2022).

In line with policy as a moderator, it is discussed qualitatively to determine the relationship between the independent variable and the dependent variable, whether this policy weakens or increases the relationship between the two variables. Policy as a moderator in this research looks at local government policies regarding the maintenance of the swallow bird industry. The regional government is still lacking in

socializing the implementation of policies that will be implemented to swallow bird entrepreneurs with the existence of a policy with unclear rules regarding the collection of a 10% tax on the results of the performance of swallow bird nest businesses. Entrepreneurs in the swallow bird industry in the regions are still motivated by several factors such as, some entrepreneurs in the maintenance swallow bird industry have a low level of education, not all of them have received training. Entrepreneurs have the motivation but do not have the appropriate knowledge to maintenance swallow bird, they still need to have various skills.

1.4 Study Problem and Research Objectives

Based on the study problem, there are two main problems that need to be answered in this research:

- 1) Are there direct and indirect effects of education and training, mediated by Motivation and skills in improving swallow industry business performance?
- 2) Is Policy a moderator that will weaken or strengthen the relationship between The independent variable and the dependent variable?

Purpose of the study in general, this study aims to examine empirically the effect of variables of education, training, skills, motivation, and policy on the performance of the swallow bird industry. The results of this study can explain in a structured and in calculated

manner the influence of each variable, either directly or indirectly, as well as the single influence and simultaneous influence and the interaction between variables in influencing the maintenance swallow bird business performance.

1.5 Research Objectives

In general, this research examines and wants to know the influence of education, training, motivation, skills and policies on improving the performance of the swallow bird industry:

- i) Knowing the effect of education on improving the business performance of the maintenance of swallow bird industry
- ii) Knowing the effect of training on improving the business performance of the maintenance of swallow bird industry
- iii) Knowing the influence of motivation as a mediation on improving business performance of the maintenance of swallow bird industry.
- iv) Knowing the influence of skills as mediation on improving performance of the maintenance of swallow bird industry.
- v) Examining policy factor as moderator in the relationship between the independent variable and the dependent variable

1.6 Research Questions

There are five questions that will be answered regarding the objectives and problems of the study, namely:

- i) Does education improve business performance in the maintenance of the swallow bird industry?
- ii) Does training improve business performance in the maintenance of the swallow bird industry?
- iii) Does motivation act as mediator to increase business performance in the maintenance of the swallow bird industry?
- iv) Does skill play role as mediator to increase business performance of the swallow bird industry?
- v) What is the local government policy as a moderator to reduce or improve the performance of the swallow industry?

1.7 Conceptual Framework

This research framework is based on human resource theory and the resource-based view of the company (Patrick M Wright*. Benyamin B. Dunford, Scott A Snell 2001). The resource base view (RBV) of the firm has influenced the field of strategic human resource management (SHRM) in several ways. In this effort, it is very relevant to developments in the field of strategic management as stated by (Auliana, 2023), the

type of organization was then expanded to include related HR systems (Pigola, Angélica, Pedro Victor De Santi, Priscila Rezende da Costa & Jose Storopoli 2021) strategic models generic was later used by SHRM. (Cahyani, E. Riani, Laksmi & Asri. 2022) the influence of intellectual capital, building a business that requires human resources according to their abilities and functions (Druker, 1954; Stewart, 1996) in a large amount of time, companies can easily justify training expenditures, staffing, awards. Creating a good swallow building requires good human resources (Sholihin D.R., 2020)

This study framework is based on resource basic view (RBV) theory and supported by Strategic Human Resource Management (SHRM) theory. This theory is that the decline in natural swallow nest production is caused by intensive hunting carried out by many people who take their nests in caves. Picking nests in caves is more difficult and risky than nesting at home (Budiman H.K., 2011: 32) and (Pratama, 2023). Nesting in caves does not protect the safety of swallow and debt damage is protected by many business actors, mining destroys natural conditions by using mechanical bombs, so that many swallows flee looking for safe places such as old buildings, old land houses that are not yet inhabited. The owner has been there for a long time and the condition is similar to the cave where the swallow bird colony is located. (Rodríguez García, María, Felipe Hernández Perlina, and Manuel Alejandro Ibarra Cisneros. 2020). The maintenance swallow bird

industry requires intellectual capital, performance and competitive advantage. One of the consequences of this is that people are starting to learn how to care for swallows by building houses or creating houses that are similar to the conditions in which swallow bird colonies live.

Business actors are making swallow bird maintenance the main choice to meet the increasing demand of the export market. The performance and results of good swallow bird maintenance are influenced by various factors, including the human resource capabilities of the entrepreneurs who run it in addition to the support factor of natural resources (E.Limawandoyo, 2020). This concept emphasizes that the production of swallow's nests from maintenance is largely determined by business performance and the number of entrepreneurs running it.

The performance of swallow bird maintenance businesses, like other businesses, is influenced by various factors, including: Education, training, skills and motivation and is supported by other factors, including the application of technology and policy (Sumatri B, 2020). The influence of education and training variables can occur either directly or indirectly on business performance. The business performance of entrepreneurs who have a higher frequency of education and training tends to be easier to run their business. This is because their knowledge and experience can increase their ability to manage administration, planning, finance, and marketing so that they can manage the business

professionally (T Anwar 2018).

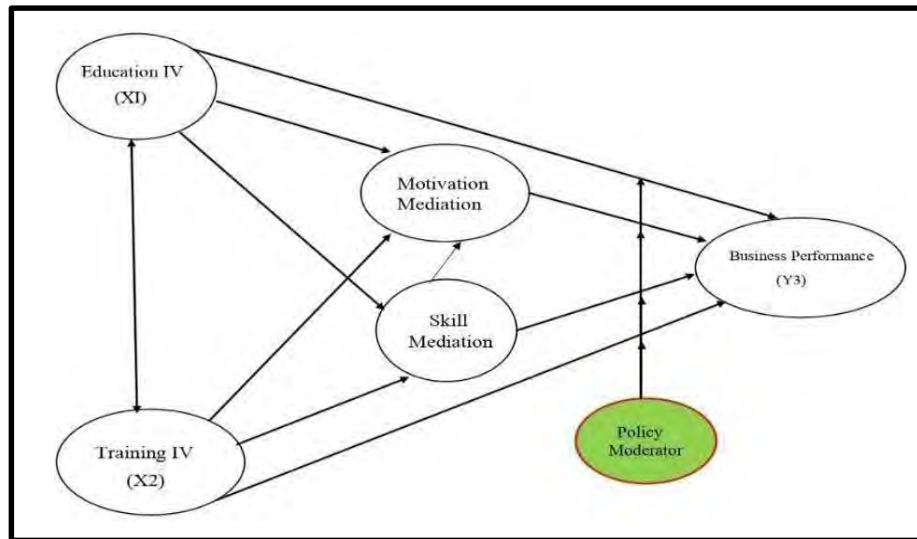
The indirect influence of education and training can be through skills and motivation. Skills are strongly influenced by education and training and then skills affect motivation (Sumantri B, 2020). Skill can be a variable mediator of education and training in influencing motivation. Conceptually, although education and training have a direct role in influencing motivation (Hanika S, 2019), the effect is greater after an increase in skills, especially in the swallow bird maintenance business which requires skills in applying technology. In addition, motivation will increase after an increase in skills.

Motivation plays a very important role in influencing business performance. Various motivations behind someone running a business such as: economic motives, motivational needs, and improving social status are factors that have a large direct influence on a person's performance in running a business. The influence of motivation at the beginning of the decision to start a swallow business has a very important influence. Considering that the swallow business is relatively new in some areas where the regulations are not yet perfect, the business motive can be influenced by policy aspects. The influence of policy variables can increase or decrease the role of motivation and skills can influence business performance so that they can become mediator variables in influencing business performance (Yadewani, 2020).

The conceptual framework of the empirical research is shown in Fig. a. Quantitative research

Figure 1.7

Conceptual Framework Operational definition



This research will be studied empirically using quantitative methods and supported by qualitative research on education, training, and policy variables as independent variables (X1, X2, and X3), while the dependent variables are skills (Y1), motivation (Y2), and business performance (Y3). The operational definition of each variable in this study is explained as follows:

1.7.1 Education

(Vierlyana Anggita, Lilik Indayani 2022) The level of education is relevant to the Information Technology major which studies the principles of computer science, design, testing, operation, software.

Sindosnews.com (Mua, 2022). In running a swallow birds maintenance business is closely related to IT with knowledge of technology utilization refers to the respondent's assessment of the benefits and need for education and knowledge in running a swallow business to increase living standards and reduce unemployment rates (Perks & Smith, 2006 in Abdul, et.al 2018: 3) and (Louis Frederick, 2022).

Knowledge is increasingly considered a source of business growth and is believed to determine effectiveness in business (March & Sutton, 1997 in Krumina et.al, 2015) quoted in Abdur Rozzaq Fahmi et.al 2020. Indicators used include: Formal, education, non-formal education, informal education, educational specifications, and the quality of educational institutions. The way to measure it is to use a questionnaire that uses a five-level likert scale to find out the level of agreement of respondents to each question item for all indicators (Sugiyono, 2020).

1.7.2 Training

The level of training refers to the implementation of activities in the form of courses, workshops and special activities attended by respondents organized by institutions or individuals for specific purposes. Training is an important factor in improving company performance and company survival as stated by Manik & Coenraad (2015) in Muhtadin (2020).

Continuous good performance can help the work done with job training programs. (Barkhowa1, 2022).

Company job training programs can see the impact obtained from training on employee performance (Sugiarti et al., 2016). Training is an important aspect in improving and developing a business. Through training that suits the company's needs, it can have an impact on improving the performance of a business and facing business competition. In particular, the rapid development of advanced technology in a company must be balanced with meeting the needs of the company and developing human resources to apply it to overcome obstacles in the development of the company's wheels (Bolung et al., 2018) in Muhtadin (2020).

The importance of training in operating the necessary technology according to its benefits must be supported by the ability of human resources to operate the technology in accordance with the business activities being carried out. Another researcher, Sulaefi (2020), explained that training has a significant effect on employee performance. Frequency of training, training techniques, training resources, training institutions, and specialized training are all utilized as indicators.

1.7.3 Skill

(Giano Surya Pamungkas, 2023) the effect partially and simultaneously

skills and work culture on employee performance, (D Amelia, L Syukmayettil, & Zuripal 2021) the effect of business knowledge, business skill, self confidence and innovation on business performance of small and medium industry. (Dorris Yadewani, Reni Wijaya, and Wahyu Indah Mursalini & Almasdi 2023), study examined the mediating effect of innovation on the relationship between skills, experience and performance of SMEs. According to Nadler (1986), skill must be made with further practice. Furthermore, Robbin (2000) distinguishes skills in four categories:

- i) Basic literacy skills are basic skills that each person has such as writing, reading, listening or arithmetic skills.
- ii) Technical skills are those obtained through learning in engineering fields such as using computers, assembling computers etc.
- iii) Interpersonal skills are skills gained in communicating.
- iv) Problem solving skills, a person's expertise in solving problems using Logic (Pendidikan co.id) quoted 15 Sep 2021. Time 06:47 Jakarta Indonesia time.

According to Hanaysha et al. (2022) the ability to innovate greatly helps SMEs to maintain business and increase their competitive strength. And also said (Wijaya, Yadewani & Karim, 2022), experience (Murtadlo & Hanan, 2018) on reference to previous studies that the

overall performance of small and medium-sized businesses is influenced by internal factors consisting of several variables, including skills. (Da Costa and Xiong ying, edi & Yadewani, 2022) and several other factors (Dorris Yadewani et al. 2023).

In the management of swallow bird business, skill-based human resources are one of the important things in moving the company's wheels to achieve competitiveness and increase results according to company goals. (Kijkasiwat P, 2023), skills can provide the ability of company resources as tangible and intangible assets of the company. Skilled workers are able to apply science and technology and manage capital in running a business, both individually and in groups, in line with what was stated by Rumelt (1984), Barney (1986, 1991) and Also Baumann-Vitoliņa I. et al. 2022. Christian M, Merisa M. 2020. The role of innovation as mediator on the performance, Iskandar KA. 2020. Fauziyah IA, Baihaqi I, Persada SF. 2020 Influence.

Assistance from government agencies to organizations learning, innovation, and business performance, Kijkasiwat P, Phuensane P. 2020. Innovation and assertiveness performance, moderation and mediation the role of company size and Small and Medium Corporate finance, Game D, Soutar G, Sneddon J. 2020. Personal SME values and innovation in a Muslim Ethnic groups in innovation in Indonesia.

1.7.4 Policy

(Mayolla octavia, 2022) one of the sources of Original Regional Revenue (PAD). Government policies refer to all forms of rules or regulations implemented and enforced by the government in areas related to the swallow bird maintenance swallow bird industry including utilization, cultivation, trade administration, and also the innovation policy implemented by the swallow's nest company (Fitriany, Mohammad Zainul & Apriya Santi 2023) and integration with other activities (Syaini1, 2022).

Government policies that are more specific to swallow entrepreneurs with the application of tax rule Number 25 of 1999. The government's policy of cutting a 10% tax on every sale of business results (M.Ramapriya, 2020), the indicators used include the implementation of swallow bird maintenance regulations, (Irwan1, 2022). The impact of swallow nest management and SME development, technology, capital support, market access, and price stability. This research the way to measure it is to use a questionnaire that uses a five-level Likert scale to determine the level of agreement of respondents on each question item for all indicators (Desy Amaliati Setiawan, 2022).

1.7.5 Motivation

Kim, K.Y., & Patel, P. C. (2021). A multilevel contingency model of employee ownership and firm productivity: The moderating roles of industry growth and instability. *Organization Science*, 32(3), 625- 648.

Motivation refers to the driving factors that exist within humans and can direct their behavior to carry out their duties and responsibilities (Anas, 2021). Motivation as mediation (Ali B. J., & Anwar, G.2021). The indicators used include competency development, work ethic development, meeting needs, initiation and business achievement. The way to measure this is by using a questionnaire that uses a five-level Likert scale to determine the respondent's level of agreement with each

question item for all indicators.

1.7.6 Business performance

Business performance refers to the achievement of planned internal and external goals (Lin et al., 2020), which are not limited to the financial aspect but include other aspects related to the dimensions of product, process, and market innovation (Rosli & Sidek 2020). The indicators used include administrative performance, production operational performance, financial and marketing performance, and business development performance and the strategic human resource management on organizational performance (Syaiful Anwar, et.al 2022). The way to measure it is to use a questionnaire that uses a five - level Likert scale

to determine the level of respondents' agreement on each question item for all indicators (Woro Isti Rahayu1, 2022). organizational performance (Syaiful Anwar, et.al 2022). The way to measure it is to use a questionnaire that uses a five - level Likert scale to determine the level of respondents' agreement on each question item for all indicators (Woro Isti Rahayu1, 2022).

1.8 Research Limitations

This research is limited to the scope of the research area in Tempe Lake and its coastal areas which are bordered by three regencies in South Sulawesi Province, namely Soppeng, Wajo, and Sidenreng Rappang Regencies. Sampling and field data were limited to four districts, namely Mario Riawa, Donri Donri District, Soppeng Regency, Sabbangparu District, Pancalautang District, Sidrap Regency.

(Sukmawati, 2023).Data collection methods and tools are the techniques and tools used in research to collect various data which are processed quantitatively or qualitatively, then arranged systematically. (Nasir1, 2023) Data analysis is a useful part of research problems in order to provide data that has meaning and meaning as objective answer information. Data collection is defined as research activities that aim to collect field data needed to answer research questions in qualitative research or to test hypotheses in quantitative research (Taherdoos, 2021).

(Taherdoost, 2021) data collection methods and tools for research; The research data collection time is limited to four to six months after all the necessary data is collected. The research content is broadly limited to two research stages, namely the research stage to examine the effect of education, training, skills, and motivation on business performance, supported by the application of technology. In this study, it is limited to the scientific aspect only by knowing the relationship and variables through SPSS analysis. Likewise, the role of the moderator variable is to find out whether the relationship between the two variables weakens or strengthens. The sample data for this research is limited to selected Swallow bird maintenance business actors on the coast of Lake Tempe and its surroundings in four sub-districts by researcher.

1.9 Study Contribution and Structure

The contributions of this study can be classified into three contributions, namely theoretical contributions, methodological contributions and practical contributions. For theoretical contributions, this study can contribute to understanding education, training, motivation and skills in influencing the improvement of business performance in the swallow bird maintenance industry, especially for entrepreneurs and society in general.

Scientists and academics can use the results of this study as additional information or as a guide for carrying out further studies in business fields related to business and swallow bird industries and their

development in South Sulawesi, Indonesia. Apart from that, investigators can make reference to the theoretical framework of the study which was developed based on the Resource Basic View (RBV) Theory and strategic human resource management (SHRM) in developing and improving business performance among swallow bird industry entrepreneurs in Indonesia and other countries.

The application of this theory can be developed to wider fields of study or can be used as a guide to new fields of study in new fields and can test the strength of the application of this theory. In this regard, this study is able to provide theoretical guidance to investigators to carry out descriptive statistical analysis and continue with the SPSS application of inferential statistics and can continue with Structural Equation Modeling (SEM) analysis to test the proposed hypotheses.

Guidance on choosing a CB- SEM or PLS-SEM approach can help researchers use a SEM analysis approach that is more appropriate to the context of the study being studied. This study can also make it easier for researchers to build SEM models and the criteria that need to be met before analysis is carried out.

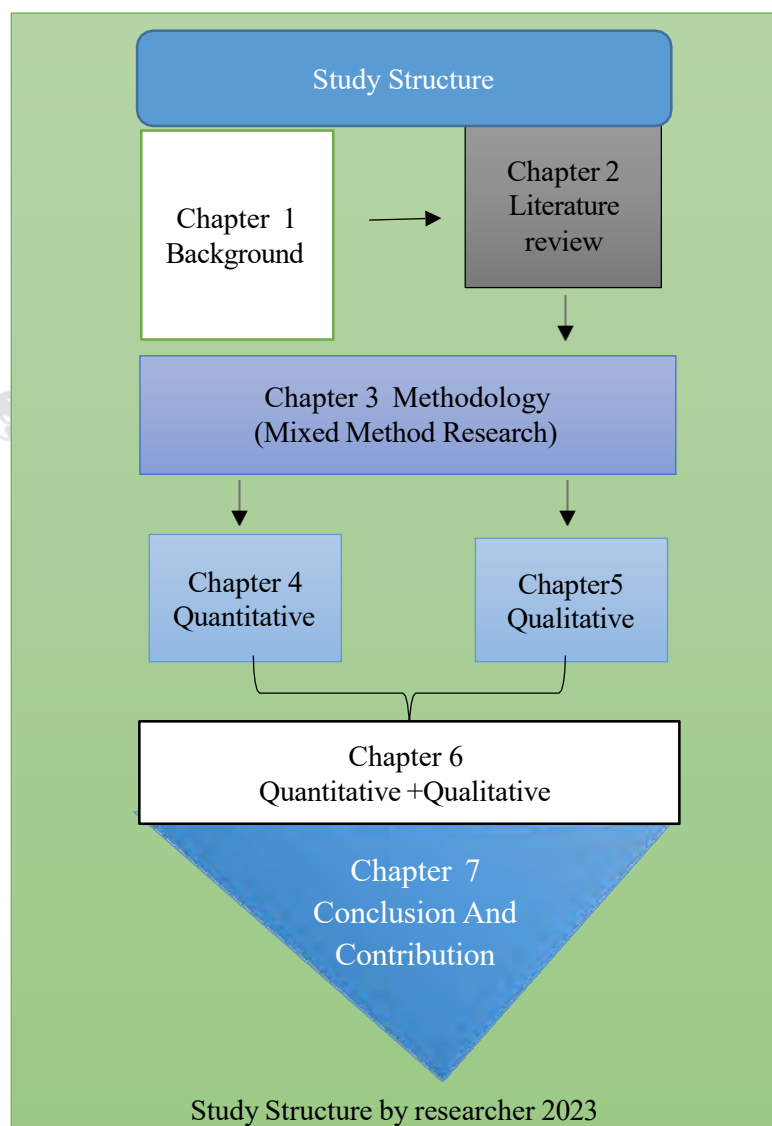
This discussion can also contribute sources of information to the development of measurement instruments. Research question items that are adapted and referred to from valid discussions and have reliable

or proven value, good items can be used as instructions or field study guides for entrepreneurs who are interested in running a swallow bird maintenance industry.

Therefore, this discussion seeks to contribute to the understanding of business through better education and training regarding effective and efficient business method. It is hoped that this study can provide useful objectives to business actors, society, academic circles and recommendations to the Indonesian government. From the aspect of practical contribution, this study can help entrepreneurs easily improve their business performance and one of the strategies to increase business income can encourage other entrepreneurs to develop their businesses.

For example, education and training attended by entrepreneurs, whether formal, non-formal or informal, mediated by motivation and skills can help improve the business performance of entrepreneurs and can influence people to build new businesses and increase income to meet their welfare. Furthermore, from the study methodology and research results, it can be used as an additional reference to existing literature and can be used as a reference for new research that wants to be done. This research can also be used as a reference for further research on the swallow farming industry in Indonesia and in countries that have the potential for the swallow farming industry.

The main result of this study is to determine the practice of education, training, motivation, skills and policies to improve the performance of the swallow industry and the desire of the community to start this business in order to improve their welfare through the research method and study structure used in this study.



1.10 Chapter Summary

This chapter explains the Introduction of research, background, problem statement, problem questions, research objectives, research questions, framework of thinking, operational definitions, research limitations, the Study structure and contributions of the research.