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

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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.

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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
B1PS	Biro Pusat Statistik
RFRM	Regional Finance and Revenue Management Agency *(Badan Pengelola Keuangan dan Pendapatan Daerah)*
CCTV	Closed circuit televion
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

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KMO	Kaiser-Meyer-Olkin
LMB	Hole Entrance Bird *(Lubang Masuk Burung)*
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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G	Correlations (Group number 1 - Default model)
H	Variances (Group number 1 - Default model)
I	Matrices (Group number 1 - Default model) Total Effects
J	Standardized total effects
K	Direct effects
L	Standardized direct effects
M	Indirect effects
N	Research questionnaire
O.	Qualitative research interview check list
P	Data collection
Q	Profil Participant informan
R	Photos of swallow bird nest building for intrepreneurs

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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 Constribution 1.11 is a summary of this chapter.1

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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).

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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,

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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 Annur1*, 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 maintence 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

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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

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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

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education and skills as well as experiencesuch 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 inpact 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

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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

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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.

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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.

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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

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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

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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.

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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.

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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

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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

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Silitonga, Siti Fauziah Rangkuty 2022).

Training has an important role to focus on the swiftlet cultivation industry (Rais Mu'ammar, 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).

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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 maitenance 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

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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.

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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, 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

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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

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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 maintenace 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

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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

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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

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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

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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 swalloqw bird colony is located. (Rodríguez García, María, Felipe Hernández Perlines, and Manuel Alejandro Ibarra Cisneros. 2020). The maintenance swallow bird

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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

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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.

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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).

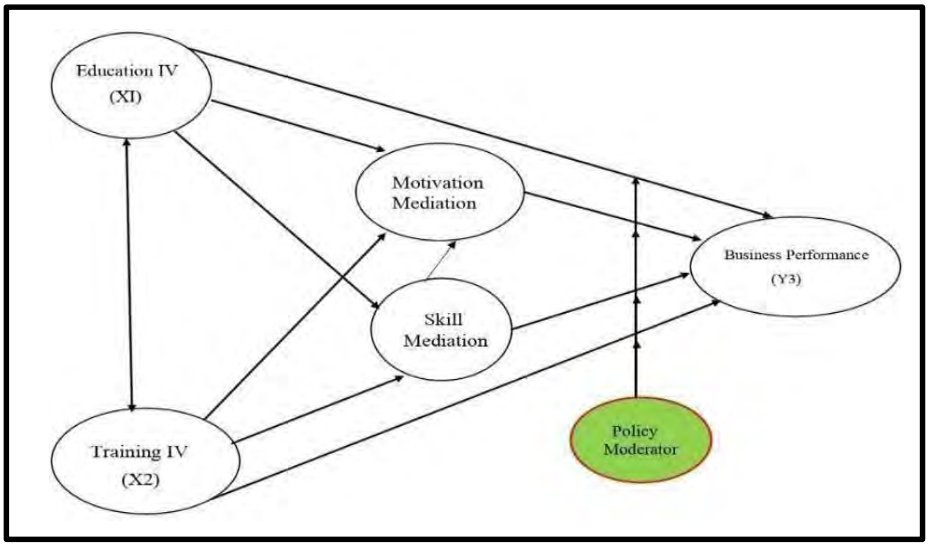
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The conceptual framework of the empirical research is shown in Fig.
a. Quantitative research

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.

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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).

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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).

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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.

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1.7.3 Skill

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

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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 suchAs 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

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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 Baumane-Vītoliņa 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.

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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.Ramaprriya, 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).

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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 (Ana UKA., Ardita Prendi 2021) and Ali, B. J., & Anwar, G. (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.

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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 onorganizational performance (Syaiful Anwar, et.al 2022). The way to measure it is to use a questionnaire that uses a five - level Likert scale

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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).

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(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.

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1.9 Study Constribution 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

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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

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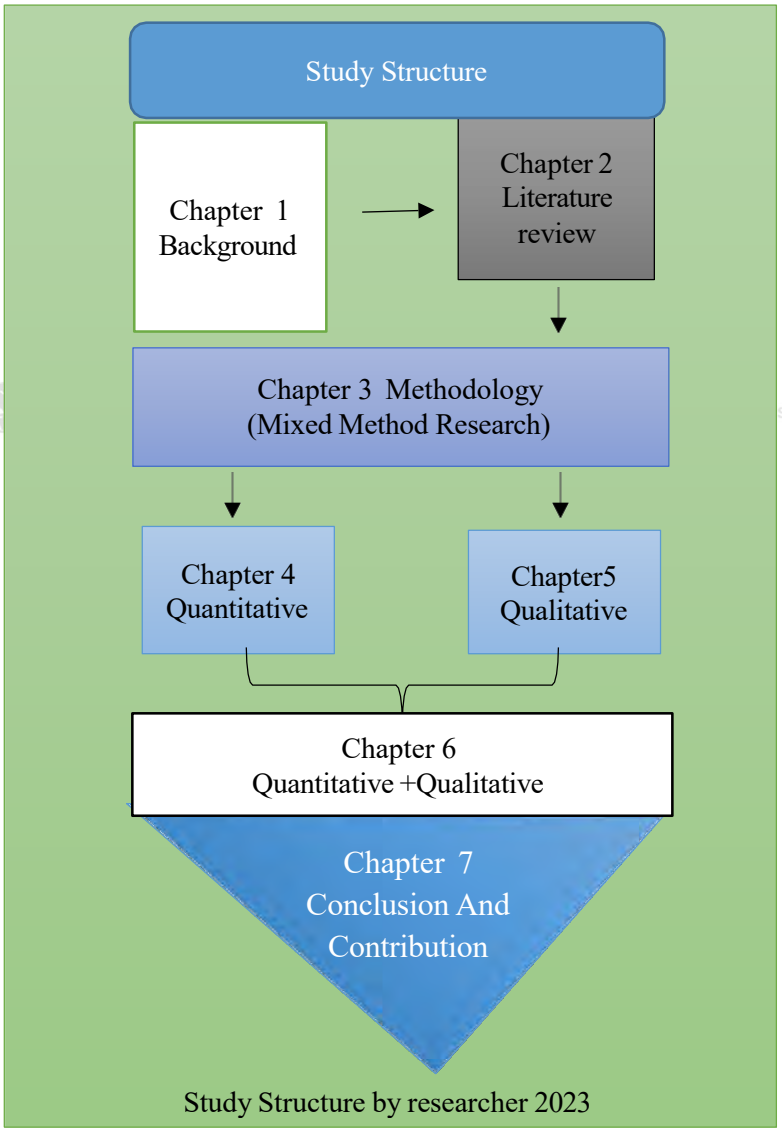
or proven value, good items can be used as instructions or field study guides for entrepreneurs who are interested in running a swallow bird maintenance industry.

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.

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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.



Study Structure by researcher 2023

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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.

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CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter discusses the concepts and practices of the swallow bird industry in general in South Sulawesi, Indonesia and specifically in the three research districts, namely Soppeng Regency, Wajo Regency and Sidarap Regency. The price of swallow bird nests and foreign market demand have not been met, which is one of the factors that influences the tendency to carry out swallow bird nest businesses, as well as the limited production from nature. This chapter also discusses independent research findings related to the research topic, then reveals the gaps that require this research to be carried out. Section 2.2 The Resourse Basic View (RBV) theoretical approach and discusses the introduction of maintenance swallow bird industry through education, training, motivation, skills and policy discussing the background, history, development of swallow bird indusrty in Indonesia. Section 2.3 the dynamic theory approach discusses the maintenance swallow industry. 2.4 Caring for swallows by tracing the history and development of business in Indonesia and especially in the research area, business practices for maintenance swallows bird in the South Sulawesi area and

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especially the Geographical and topographical conditions in the research area.

Next, part 2.5 explains the discussion of other theories related to education, training, skills and motivation, geography and topography in the research area for maintenance of the swallow bird industry, while section 2.6 explains the details of the business performance of the swallow bird industry in Indonesia based on education, training, skills, motivation and local government policies in developing the swallow bird industry. Next, Section 2.7 discusses the placement and useful of technological tools as a skill that can influence swallows bird entering buildings to nest and develop. Section 2.8 discusses the theoretical framework of this research. The theoretical framework and research hypotheses are the basis for the conceptual framework of the research being developed. Temporary section 2.9 explains in detail the role of education, training, skills, motivation in improving performance business in the swallow bird industry. Section 2.10 discusses policy factors as moderators of the independent variables and dependent variables for improving business performance. Section 2.11 is a summary of this chapter, this chapter aims to review previous theories and literature relevant to this research.

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2.2 Theory Resource Based View (RBV)

Theory of Research Based View or commonly abbreviated as RBV theory, the human resources function consistently faces competition in justification position in the Organization (Drucker, 1954; Stewart, 1996). RBV was chosen as the main theory in this study, because this theory is one of the theories that can be accepted in management strategies (Hesty Aisyah*, 2022), and is considered capable of answering the problems raised in this research, including the challenges of the Resource-Based View (RBV) (Isaac Onyeyirichukwu Chukwuma1, 2024) theory approach in improvement business performance especially those related to management strategies for the maintenance swallow bird industry.

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The maintenance swallow bird industry can be classified as an SME which has been proven to be able to develop the economy significantly in several countries. Some evidence of countries running SMEs as in (Hesty Aisyah et,al 2022) & (Povolná, 2019; Ndiaye, et al, 2018; Woźniak, et al, 2019; Afolayan, et al, 2015) because the maintenance swallow bird industry can increase the economic level, up to to the micro level. The development of the maintenance swallow bird industry (Shinta Salsabila*, Radhiana, Juwita, Fitriliana & Putri Mauliza. 2022) RBV claims to draw inspiration from traditional micro economics.

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(Syaiful Anwar1, 2022) Strategic human resource management (SHRM), Human resources must be able to utilize their resources and skills to manage the organization effectively and efficiently when they want to achieve previously mentioned goals (Hauser et al., 2020). Researchers see that it is very closely related to strategic planning and management. Further, Walker (1978) calls for the relationship between strategic planning and human resources to indicate the conception of the field of SHRM, for more details on what is meant by social capital, here is a brief description. RBV theory according to Powell, 2001; Priem and Butler, 2001; Rouse and Daellen Backh, 2002) explain that the RBV theory has been the dominant theory that has been described in academic journals.

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Resource Based View (RBV) theory was pioneered first by Wernerfelt (1984). The RBV theory views resources and Capabilities Company is important for the company, because it is the principal or basis of competitiveness and company performance. Assumptions from the RBV theory viz regarding how a company can compete with other companies, by managing the resources of the company concerned in accordance with the company's ability to achieve competitive advantage company The continued growth of the industrial sector requires companies to have high competitive capabilities. (Lubis, 2023).

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(Ali, M. et al. 2022) Environmentally friendly intellectual capital, human resources, social identity towards environmentally friendly sustainability. In the field of strategic management, Miles and Snow's (1978) organizational types were later expanded to include related HR systems (Miles and Snow, 1984) & Porter's (1980) generic strategy model was later used by SHRM (Jackson, & Schuler, 1987; Wright and Snell , 1991). A company that is able to utilize the resources it has well, so that it can create something that makes the company superior compared to other companies. These advantages can be in the form of good company profitability, good company environmental performance. Several advantages that the company has can help the company compete with other companies. The advantages a company has and its success in competing with other companies will increase the value of a company.

If this theory is used as an analytical tool to dissect the data found in this study, it can be explained that if maximizing all the resources involved in maintenance swallow bird which are influenced by education, training, skills, motivation and policies to improve business performance can be more valuable compared to other theories for swallow bird maintenance and this theory is in line with this research, especially in environmental and human resource development. (Patrick M. Wright, Benjamin B. Dunford, & Scott A. Snell, 2001) and (Budhwar, P,.Cumming & Wood, G. (2022), (Burke, .M. & Mosley, M.J (2023).

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2.3 Dynamic Strategy Theory

SHRM is defined as the study of HRM systems (and/or subsystems) and their interrelationships with other elements comprising an organizational system in Paula Apascaritei . (Grace Eleojo Abalaka., Yinusa Toyese Agbaje 2023). Strategic human resource management (SHRM) Concepts and models for virtual organization management. (Collins, 2020) Expanding the resource based view model of strategic human resource managementas. Strategic Management in theoretical perspectives and emperical analysis, explains that success competitive companies need a related strategy theory with changes in the environment and company behavior to achieve outcomes market.

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(Hoopes, Tammy L. Madsen 2022) and Rumelt's (1984) Towards a strategic theory of the firm. Of the several strategy models analyzed by Porter, only the model resource-based view that is considered the most instrospective and focus on the company.In dynamic strategy theory related to dynamic capabilities can change the basic accumulation of important organizational assets which have an impact on increasing performance and excellence as explained by several previous researchers in (Umu Khouroh, et.al., 2021) and relevant previous researchers Wang & Wang, 2017; Brink, 2019). The reason is that of origin Competitive advantage is an assessment of resources or competence owned by the company. For example, intangible assets such

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as skills, reputation, and the like. Such resources are relativelyimmovable and is a force that must be fostered and directed for the choice of strategy (Christina Sri Ratnaningsih, 2021).

(Sri Wulan Hastuti, et.al., 2023) For this reason, Porter proposes a new approach in strategy theory, which he called the dynamic theory of strategy (Islami, X., Mustafa, N., & Topuzovska Latkovikj, M. 2020). According to Porters, environmental aspects are the basis of dynamic systems. Characteristics the environment is central to the company's processes to achieve excellence. Porter, also talked about individual movement factors who have ideas and high skills in global competition (Wijiharjono, 2021). The mobile factors describe where they can achieve the best productivity, and profit / income the best anyway. Diamond Porter's theory focuses on determinants of productivity, to explain the appeal of these mobile factors. So, the environment is created through mutual reinforcement of the factors determining factor (Robertus Suraji, 2020).

(Chnar Abdullah Rashid, 2023) This theory is also relevant to be used in studying data research found in the field. This is important, because the maintenance swallow bird industry is largely determined by areal or environmental conditions. (Rashid, 2018; Fatah & Sabir, 2023). As explained by Porter (1991), that environmental Characteristics are central to company processes to achieve excellence. Similarly,

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maintenance of swallow bird industry need movements and innovative ideas for developing companies in competing with other companies. That means swallow bird maintenance business requires quality resources in developing the company. Along as with the use of natural resources in terms of area or environmental so important in developing human resources in managing companies as described by (Amaya, N., Bernal-Torres, C. A., Nicolás-Rojas, Y. W., & Pando-Ezcurra, T. T. 2022).

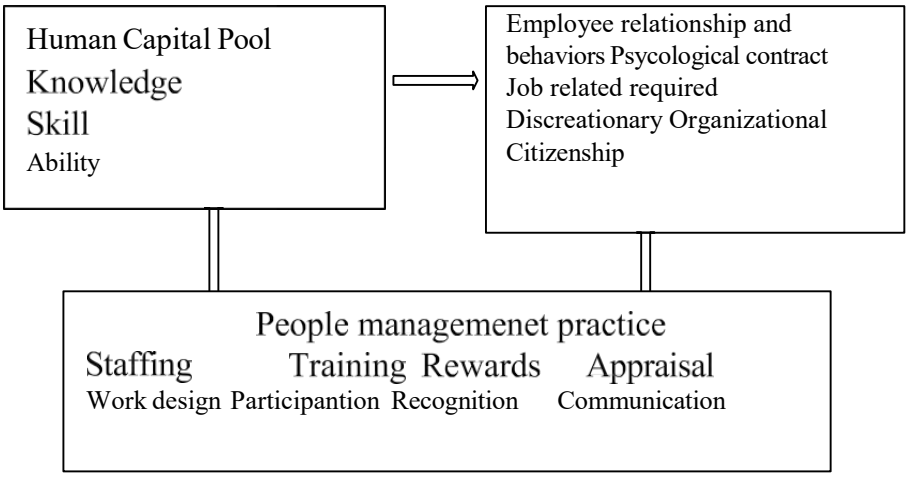
The human resources and resource-based view of the firm, the human resources function has consistently faced competition to justify its position in the organization Wang, B., Liu, Y., Qian, J. & Parker, S.K (2020). The application of RBV theory to Strategic human resource management (SHRM) is fundamental to carrying out work as described by (Parker, S.K., Knight, C. & Keller, A. (2020), articulation of the resource-based view is certainly the first coherent statement of the theory. RBV and SHRM theory contributes and relevant of swallow birds maintenance because RBV and SHRM theory to apply human capital pool knowledge, skill abilities, personnel training awards workplan assessment participation recognition communication (Collins C. , 2020)**.**The business of swallow bird maintenance requires human capital that has knowledge, skills, abilities, training and good communication as figure 2.3 below :

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Figure. 2.3

A Model of the basic strategic HRM Component



(Yuxuan Liu1, 2024) The application of the RBV and SHRM theories in carrying out the maintenance of swiftlets must of course be supported by the application of other theories to support the maintenance of swiftlets, especially the support of various kinds of technological devices or tools. (Aslam, S., Rehman, R.U., Naeem, M.A., & Taghizadeh-Hesary, F. 2022), corporate environmental strategy, environmental performance, and financial performance, among others, as explained in her article, Siti Hairunnisa Alaui (2020) the use of The high-tech and modern equipment at the swallow's nest company is able to overcome the failure of approximately 70 percent of industrial entrepreneurs in the country to date. The reason is, according to research conducted by swallow consultant, Phang Kam Wah, who is also the founder of the company Nest Tech Systems SDN. Bhd. (Malik, S.Y., Mughal, Y.H., Azam, T., Cao, Y., Wan, Z., & Zhu, H., et al. (2021).

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Entrepreneurs who maintain the swiftlet industry must have corporate social responsibility, resource management environmentally friendly human resources, and sustainable performance.

The theoretical relationship between the implementation of RBV and S HRM in the practice of using computer technology according to (Imran, R., Alraja, M., & Khashab, B. (2021), must have sustainable performance and environmentally friendly innovation, environmentally friendly human resource management, and big data. Especially for the maintenance of swallow bird, technology such as audio voice calls is needed, and maintenance of buildings requires innovation because competition is quite high so that, according to researchers' observations, swallow bird colonies, especially at research locations in Soppeng Regency, Wajo and Sidrap Regency, have begun. From nature, the life of swallows like in caves can undergo changes, they can be maintained and made into places like buildings with the capacity of human resources that can imitate the life of swallow bird colonies like in caves according to (D'Angelo, C., Gazzaroli, D., Corvino, C., & Gozzoli, C. (2022), necessary changes and challenges in managing human resources occur in caves and entrepreneurs innovate to create buildings by adapting conditions to the conditions in the cave. Banerjee, P. K., Isa, C. R., & Zainuddin, S. (2017).

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Provide an opinion on the impact on company performance. Entrepreneurs in maintenance swallow bird industry try to accommodate this through development using tools that are adapted to technological developments in line with developments in human resource capabilities and existing environmental conditions. The maintenance of the swiftlet industry cannot be separated from education, knowledge, training, business motivation and skills of business actors by using various equipment such as cassettes, then after the emergence of even better tools, namely by using CDs, and following technological developments by using play disks, even now computers use them. with a timer system and closed circuit television (CCTV). The use of sophisticated technological tools can easily control the conditions around the building and be able to adapt to the circumstances and conditions of the surrounding community, and have an influence on community and social performance. Evans, K., Salaiz, A., Pathak, S., & Vera, D. (2020).

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The researcher analyzed computer technology using the swallow colony sound software with an experimental approach, model with the phenomenon of paying attention to the response of the frequency and type of sound of the swallow colony. Installed on the computer and then connecting it to a sound amplifier using a certain frequency to call the swallow birds maintenance colony, so that it could approach and enter into the building as described and practiced by several previous researchers. Some of the definitions explained by previous researchers related to swallow birds maintenance are shown in table 2.3 below

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Table 2.3

Definition of Technology related with Swallow bird maintenance

Authors	Definition	Objective	Finding
Ibrahim et.al.,2009	Aerodramus Maximus and aerodramus Fucipagus	The purpose of swallow sound technology is to be able to easily attract swallows into the building,	Swallows can live and develop in buildings like their colonies
Mohammad Ali Nematollahi. et al.,(2020)	Swiflet Industry has agoodpotential to be invested by goverment and organizations.	It is potentially to aplicable to the study of Swarm dynamaic in a population.	In recent years, many companies and goverment are investing on various swiflet research areas.
Poppy Tri Ningsih, Tadjuddin Tadjuddin, Andi Wawan Indrawan (2021)	Design of Internet of Things Based Swallow's Nest Temperature and Humidity Control System,	This research aims to design and manufacture a Swallow's Nest Temperature and Humidity Control System Based on the Internet of Things	This system can maintain the temperature below 28o C and humidity above 80% RH according to the range required to achieve ideal and internet connection stability.
S. Hamdi, Ikhwan Ruslianto, (2022)	Monitoring and Control System for Swallow Cultivation Houses Based on Internet of Things,	This research also uses the DHT11 sensor as a sensor used to determine the temperature and humidity in the swiftlet house, rumah walet,	Test results for 5 consecutive days with a sample size of 1000 carried out during the day within 90 minutes produced an average of 29.16 for temperature 78.6% for

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Authors	Definition	Objective	Finding
			humidity (not normal), 0 or dark for light (normal), and pH 4.41 (acid).
Gabriel Sumampouw, R. D. Et al (2022)	Automatic DC Fan Speed Control System Prototype Using Pir Sensor, Ultrasonic Sensor, Dht11 Sensor Based on Arduino Uno and Nodemcu Microcontrollers	Pools used to suppress humidity. This water pool can be used by swallows to bathe or drink, of course a normal air pH is needed.	Produces an average normal temperature of 29.16 and 78.6% for humidity (not normal), 0 or dark for light (normal), and pH 4.41 (acid).
Grace Eleojo Abalaka1*, Yinusa Toyese Agbaje (2020)	Management is aprocess that occur universally with ininternal,so cietal,and governmenta l .	Strategic Hum an Resource Management (SHRM) Concepts and Models for Virtual Organization Management:A Literature Review	This article received no grant at all from any Funding agency in the public, commercial Or not-for profit sectors
Ikhsan (2020)	Design and build a time automation system for swallow breeding based on a micro controller	The Atmega 16 microcontroller is used for processing binary (digital) data in which it is a combination of electronic circuits .	A series of automatic breeding systems for swift bird cultivation.
Rais Muam et al (2022)	Aswallow amplifier or swallow caller is a tool used for Play a recording of the swallow's voice then the sound is amplified throughSpeaker.	This is purposeful so that the swallows live in that place has provided and created his own nest.	The results of this activity are in the form of tools Call the Swallow that has been assembled by each training participant.

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Authors	Definition	Objective	Finding
Turaina Ayuti (2016)	Swiflet (Collacalia Ficiphaga) is one of poultry cultivate by nest as their primary production.	Swallow bird nest production affected by many factors one of them is enviromental condition.	Temperature ,humidity measurements were carried out using a digital Thermometer , hygrometer.

2.3.1 Swallow birds maintenance

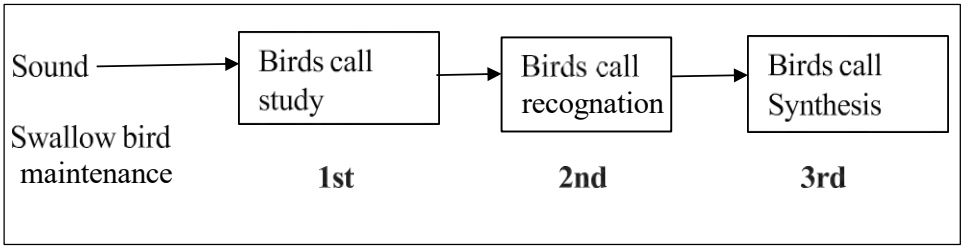
As has been done by Muhammad Ali Nimatullahi et.al. (2020), the main goal of this effort is to develop a new algorithm based on three stages of processing: first identify bird calls through the frequency domain using a signal processing method. Then directs the direction of the song and finally synthesizes (generates) the signal of the song with the computer. The use of sound engineering through computer technology used by swallow birds maintenance entrepreneurs uses various ways so that the swallow bird can recognize the colony letter that is heard, at first the entrepreneur pays attention to the bird's behavior looking for the sound source installed by the swallow birds entrepreneur, then leads to step one bird observing and studying the source of the sound, the second step of the bird can recognize the sound of its colony and the third step of the synthetic bird's call, which is a good call sound that is integrated into a sound that resembles the sound of a swallow's habitat colony in nature , as shown in figure 2.4 below

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Figure. 2.3.1

Swallows bird Industry using technology



(Mohammad Ali Nematollahi et.a; 2020) before carrying out the business of swallows bird maintenance using technology, it must be supported by education and knowledge, motivation and skills that can support get better results in accordance with the function of the technology (Budiman A., 2019:121). The use of technology must be operated by people who understand and are able to apply it properly and correctly. There are several types of technology that require education, knowledge and skills to make and/or apply them, such as the sound used by most entrepreneurs who get good results by using sound techniques at certain frequencies. Sound frequencies range from 1 Khz to 12 Khz or with a 2-Khz peak in steatorics 1-2 Khz to 7- 16 Khz or 1-7 Khz principal energy in various Aerodramus species and also (Vebriansyah, 2017: 65). Grace Eleojo Abalaka1*, Yinusa Toyese Agbaje (2020).

(Risal Syam Abd & Rasyid Masri, 2023) discussing swallow birds maintenance can be seen from the history of the development of its origin and species in author Email: lordcranbrook @ great glemham

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farms.co.uk) Swallow birds maintenance are small swallow bird apodididae, apodinae sub-family, Collocaliini tribe and nesting habitat (Garisan and Tumer 2020), origin of in habiting the the Indo-Pacific region and reaching the greatest diversity in South-East Asia. The production of adense secretion from a pair of sub-lingual salivary glands that serves as structural or binding material to the nest form (Sinclair 2020). The price of white bird nests to very expensive and still preferred by people aside from being made nutritious food and drinks long ago consumed by Chinese people Edible birds' nests have been esteemed in Chinese society since at least the late sixteenth century, and there is a long history of harvesting from natural wild colonies (Medway 1963, Lim & Cranbrook 2002) and (Garrisaon and Tumer 2020).

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This discussion about maintenance swallow bird only includes white swifts (Aerodramus fuciphagus) but in previous studies over the years they have all been included in one type of Collocalia. In Email lordcranbrook @greatglemham farms.co.uk, a paper written by Stresemann (Zhang, 2020) culminates in a revision of species in the Malaysian subregion. The author acknowledges loans of swallow skins from the Raffles Museum, Singapore, plus specimens at museums in Tring, Leiden and Berlin. The author tried to pay attention to taxonomy, especially wing length, tail and furcation length, as well as tarsal feathers, Stresemann (1931) combined a group of dull Black is brown swallow

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bird in one wide spread Indo-Malay species, whose initial name was Collocalia francica (Gmelin, 1789). Followed by new researchers regarding the maintenance of swallows related to government policy, managing environmental impacts, improving the welfare of swallow entrepreneurs and the community. Hutagalung, AR (2020). The government's role in supervising permits for the swiftlet cultivation industry. And also (Pratama, SR (2023), Efficiency analysis of swallow's nest business management. Syaini, S., Masruri, M. (2022). Implementation of bulungan regency regional regulation number 12 of 2015 concerning swallow's nest business licenses (Widodo, S., & Rahmat, A. 2020).

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In this study it does not discuss bird species in depth but looks at it from the point of view of swallow maintenance with influence, education, training, skills and motivation moderated by government policies to increase business performance Nugroho, R., & Santoso, D. (2022). Evaluation of government policy in the development of swallow's nest businesses. Swallow maintenance is a maintenance activity to get benefits and results from these activities (Lv, et al., 2020). The purpose of maintenance is to seek profit by applying management principles to production factors that have been optimally integrated with other businesses Irwan, I. (2021) Environmental impacts in management of swallow nests. Self-production of swallow bird's nest has an important role inmaintenance with the influence of education, training, skills, motivation and policies in increasing the business work of swallow bird

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maintenance businesses and is an activity to process or add value to an intermediate product or finished product according to Setiawan, D., & Prasetyo, B. (2020). The role of village government in supporting the development of swallow's nest businesses in rural areas, (Schöll & Hille, 2022). The income generated low prices tend to be caused by a lack of transparency in setting contract prices, both input and output prices. In maintenance swallow bird, it is also necessary to combine it with other businesses in line with the research results of Rita Yunus (2009) and (Yang, et al., 2022).

The combinations or the current term use of production factors in an integrated manner are sought so that in a certain amount it produces the maximum and highest production Anggraini, N. (2021). The role of swallow nest breeder cooperatives in increasing farmer income. Profit however, these production factors must be supported by several methods and equipment so that they can run smoothly and well, and pay attention to several aspects that contribute to the success of the swallow bird maintenance business, including location, swallow bird habitat, use of technological tools that support swallow bird population so that they can easily do this business properly as can be seen from the understanding of swallow bird maintenance from several opinions as shown in table 2.3.1 below :

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Table 2.3.1

Definition and reference of swallow maintena

Authors	Definition oF Mainternance
Mohammad Ali Nematollahi et.al 2020	Attempts to swallow bird maintenance are carried out using sound wave frequency processing based on real and natural sound success to bring swallow.
(Gosler, 2020).	Macro Habitat Swallow is around the coast and the area planted with many plants or forests
Soehartono and Mardiastuti (2019)	Habitat looking for feed best suited for *Collocalia fuciphaga* species is a mixture of rice field sand dry fields
Boreal Avian Modelling Project, 2020.	BAM Generalized National Models Documentation, Version 4.0. Results for Bank Swallow (Riparia riparia).
Elgin, A.S. 2020.	Conserving prairie ponds for swallows; Tree Swallow (Tachycineta bicolor) foraging and nestling diet quality in prairie agroecosystems. M.Sc. Thesis, University of Saskatchewan, Saskatoon, Saskatchewan, Canada.104 pp.
ECCC (Environment and Climate Change Canada). 2021	Species at risk policy on recovery and survival: final version 2021.
Eng, M.L. C. Hao, C. Watts, F. Sun, and C.A. Morrissey. 2021.	Characterizing imidacloprid and metabolites in songbird blood with applications for diagnosing field exposures. Science of the Total Environment
Sandoval-Herrera, et al (2021).	Neonicotinoid pesticides exert metabolic effects on avian pollinators. Scientific Reports 11:2914.
Fink, et al (2020).	EBird Status and Trends, Data Version: 2019; Released: 2020. Cornell Lab of Ornithology, Ithaca, New York.
Garrison, B. A. and A. Turner. 2020.	Bank Swallow (Riparia riparia), version 1.0. In Birds Of the World (S.M. Billerman, Editor). Cornell Lab Of Ornithology, Ithaca, New York, USA.
Health Canada. 2021a.	Special Review Decision SRD2021-04, Special Review Decision: Thiamethoxam Risk to Aquatic Invertebrates.

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Authors	Definition oF Mainternance
Imlay, T.L., S. Saldanha, and P.D. Taylor. 2020.	The fall migratory movements of Bank Swallows, Riparia riparia: fly-and-forage migration? Avian Conservation and Ecology 15(1):2.
Kardynal, K. pers. comm. 2021.	Email correspondence to M.-A. Cyr. April 2021. Wildlife Research Biologist, Prairie and Northern Wildlife Research Centre, Environment and Climate Change Canada, Saskatoon, Saskatchewan.
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Nematollahi et al., (2020) stated that many countries in Asia Southeast competes in developing swallow business because it brings in foreign exchange tall one. Attempts to swallow birds maintenances are carried out using sound wave frequency processing based on real and natural sounds success to bring swallow. Swallow Macro Habitat is

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around the beach and areas that are planted with lots of plants or forests (Gosler, 2020). Macro habitat is very important for the survival of swallow maintenance because insects for swallow food depend on macro habitat conditions which consist of vegetarian and aqueous areas. Availability of swallow insect feed depends on climatic conditions and the extent of the location of insect habitat as food service providers geographically and entrepreneurs based on area the influence of population age structure on economic growth in Indonesia.

Demographic factors Robbins and (Kurniawati, Endah, Sugiyanto & Catur. 2021).According to Soehartono & Mardiastuti (2019), habitat looking for feed best suited for Collocalia fuciphaga species is a mixture of rice fields and dry fields (50%), wetlands (20%), and forested areas (30%). This composition relating to the insect habitat most favored by Swallows and Flexible breeding performance under unstable climatic conditions in a tropical **(**Liu, et al., 2021**)**. Situation and condition states that the effective macro habitat temperature range is temperature minimum 150 C, optimum temperature 250 C and maximum temperature 450C. For insects in general, the optimum tolerance range for air humidity located within the point range 73 -100%.

One area in Indonesia that has avifauna wealth is Sulawesi. This island is located in the *Wallacea* region which is bio geographically is a fusion area between the Asian and Australian fauna continent. The

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avifauna endemicity of this island is still not well known both **(**Matysioková, et al., 2022**)** According to Mallo (1996), at mainland Sulawesi there are 267 species of birds and about 71% of them are endemic to the Sulawesi and Sulawesi Islands subregions. One area in Sulawesi which has a high diversity of bird species is Lembah Palu, Recorded ± 187 species of birds found in the region. The Palu Valley has seasonal forest vegetation due to frequency very low rainfall compared to all regions in Indonesia, so the composition of the bird species is also very distinctive and different other regions.

The pattern of spread is one of the characteristics of each organism in a habitat. Organisms in the population can spread in forms general consisting of three types, namely group distribution, random and evenly distributed (Indriyanto, 2020). Distribution and diversity of birds in each regions have differences that are affected by habitat area, vegetation structure, and the level of quality in each **(**Kusack, et al., 2020**)** and region (Howes et al, 2019). The response swallow bird populations in nature against changes in height vary between species in Equador, while Sultika et al., (2020) who examined distribution of bird populations in Central Sulawesi Province concluded that bird populations tend to be in groups. Clustering distribution patterns can be caused by the nature of the type of bird that is clustered *(Gregorian)* or diversity *(heterogenity)* habitat that there are groupings where there is food and others Tarumingkeng (2019), the pattern of spread is both individual and strategy group of

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organisms to maintain their survival.

The distribution of bird species is greatly influenced by the suitability of the living space, including bird adaptation to the environment, competition, vegetation strata, food availability, and natural selection. Birds are a type of animal that has high mobility capabilities so that their distribution in the world is very wide (Windharti et al, 2020). The influence of urbanization and exposure to various environmental factors on the life of natural plant materials has been successfully commercialized as a plant insecticide for pest management in (Rui Zhao et.al 2022), (Brunherotto and Vendramim, 2001; Kordali et al., 2008), such as S. frugiperda (Isman, 2006, 2020; Lengai et al. , 2020; Silva et al., 2015; Zhao, YY; Pagani-Núñez, E.; Liu, Y.; Xing, XY; Zhang, Z.Q.; Pan, G.J.; Song, LT; Li, X.; Zhou, ZY; Chen & YQ, 2022). Excessive use of insecticides can kill insects as a food source for swallows.

Swallow bird industry entrepreneurs can experience losses due to lack of knowledge and provision of appropriate environmental parameters in swallow houses. Production is influenced by various environmental parameter factors such as air temperature, surface temperature, relative humidity, light intensity, internal and external sound levels in the swallow house. This adaptation study compares environmental parameters in coastal, rural and urban areas such as in

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Terengganu and the results show that houses in rural areas have the most suitable range for swallows. Swallow's Nest (EBN) production is much higher in swallow houses with appropriate environmental factors such as air and surface temperature of 30.C, relative humidity of 83.7%, light intensity of 0.16 lux, with internal sound of 47dB and external sound of 68dB. Thus, it is concluded that this area has rural swallow habitat conditions that are most suitable for building swallow houses (Sydney, William, & Frédéric, 2022) and (Abd Rahman et al., 2018).

Optimal temperature and humidity inside the building are needed by Swallows as a comfort zone for Swallows to rest. Temperatures and humidity that are too low or too high can reduce nest productivity and interfere with the comfort of swallows (Tian, et al., 2023). Therefore, building space with high intensity can reduce nest production or not be attracted to swallow bird maintenance (Tian Li, Yu Liu, Zhuoya Zhou, Huaxiao Zhou, Shengjun Lu, & Zhengwang Zhang.L. Y., 2023).

Habitat that is still good will more often be used by bird species as the main habitat because bird habitats get a source of food as well as shelter from predators (predators) and shelter from bad weather (Nugroho, 2020). The naturally a food source in the form of insects is a food source that is available all the time, in contrast to food sources in the form of fruit and nectar which are influenced by the time of the fruiting

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season. The most preferred order of swallow insects are insects from the orders Hymenoptera and Homopterous which live in paddy fields and fields, Diptera which live in woody areas, and Ephemenoptera which live in wetlands. Garrison, B. A. and A. Turner. 2020. The abundance of insects is more stable than the abundance of fruit and nectar, so that populations of insect eaters are relatively more stable than those of fruit or nectar eaters.

The value of the nest, there is great pressure on the swallow population black nest Collocalia maximus and white nest swallow Collocalia fuciphagus in the provinces of Sarawak and Sabah in Malaysia. The problem is very acute in Gunung Mulu National Park, apart from a total ban on collection there, and in the Niah National Park, where each participant is in the system complex collection and trading have incentives for take more nests than allowed. System function more successful harvesting in Gomantong and Madai Caves in Sabah. Recommendations for better management of nest harvests include overcoming corruption, ensuring that local communities with traditional rights to collect nests not lose income from immigrant workers illegal and traffickers; enhance research and education about behavior and swallow bird ecology, and transferring value adds processing the nests are closer to the cave where they came from and to the people who are collect it (Joseph J., and Hobbs. 2019). Forestry Minister's Regulation Number 449 / Kpts-II / 1999 which explains that harvesting Swallow's

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nests is done in the context of fostering population so that harvesting Swallow's nests must pay attention to its sustainability.

The maintenance of swallows is also supported by agricultural research theory because it is important to do it not only in developing countries but also in developed countries, as was done in the research of Tracy Kitchel & Anna L.Ball (2019), namely the National Research Agenda of the American Agricultural Education Association (AAAE) developed in in 2020 (Osborne, 2020). The relevance of research to agriculture in this research regarding agricultural land is one that can be recommended in the integrated swiftlet rearing business, because agricultural land, especially rice fields, where farmers can provide multiple benefits with integrated maintenance. Agricultural areas, unpolluted air and environment can provide food sources for swallows. Fresh water insects that appear as subsidies methylmercury and fatty acids are beneficial for swallow bird Riverine C.W., J.N. Roxanna Razavi, J. Thomas, S.A. Dzielski, S.T. Gonzalez, P. Lawrence, L.B. Cleckner, and A.S. Desecrate. 2021.

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Environmental Science and Technology.Swallow birds maintenance is also supported by the theory of agricultural research because it is important to do not only in developing countries but also in developed countries as was done in the research of Tracy Kitchel & Anna L.Ball (2019), namely the National Research Agenda for the American Agricultural Education Association (AAAE) was developed in 2020 (Osborne, 2020) The relevance of research to agriculture in this study regarding agricultural land is one that can be recommended in an integrated swallow birds maintenance business Twining, C.W., J.N. Roxanna Razavi, J. Thomas, S.A. Dzielski,S.T. Gonzalez, P. Lawrence, L.B. Cleckner, and A.S. Flecker. 2021.

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Tian, Li, et al. 2023. Reproductive Success of a Tropical Barn Swallow Hirundo rustica opulation is lower than in temperate regions. Swallow birds maintenance business is related to areas or locations where the availability of swallow food is very easy to obtain, such as in rice fields, in the field, trees where there are lots of small insects as a source of food for swallows, as explained by several previous researcher Stepanian, M.A., S.A. Entrekin, C.E. Wainwright, D. Mirkovic, J.T.Tank, and J.F.

Kelly. (2020), but the researchers only looked at the condition of the availability of abundant swallow food sources. The availability of swallow food sources in agricultural areas rice fields is supported by previous researchers Chantel Michelson, Robert Clark, and Christy Morrissey (2018), monitoring swallow nest boxes in agricultural and pasture locations in 2012 (ROBERTO AMBROSINI, et al. 2002).

Actually there are previous studies that prove that the swallow is the source of food is small insects that are often found in rivers, swamps, and rice fields. One of these rice fields can be mutual benefit between swallow entrepreneurs and farmers. Farmers do not need again chemical fertilizers and insecticides to kill insects of rice pests, because this insect is food for swallows. With the existence of an ecosystem stay well maintained, so that it is mutually beneficial between entrepreneurs swallow farmers who are mutually beneficial.

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(Dantzer B, 2022) Expanding the frame around social dynamics and glucocorticoids: from hierarchies within the nest to competitive interactions among species. The success of the swallow bird maintenance business is largely determined by the balance of the surrounding environment. In this context the environment is still healthy and sustainable or environmentally sustainable that is not tainted. This is important, because rice farmers use substances chemicals can damage the environment. With the maintenance of a swallow can prevent it environmental damage. (Parejo- Pulido D, 2023)This is confirmed by (Martínez-Renau, 2021) as is quoted by Turaina Ayuti et al (2016) in a journal entitled Identification of Habitat and Swallow Bird Suggestion in East Lampung Regency, who said in the hatchery and protection of plantation crops to insect populations in the field is not only determined by resources such as food sources and places to live, but there are two other important factors as follows.

1) The ability to obtain feed is like searching for feed inseveral vegetation.
2) Time or opportunity to take advantage of high growth rates

In maintenance swallow birds in Soppeng, Wajo and Sidrap regencies, and the peoples join small businesses to help with their daily income while waiting for the results of their swallow maintenance efforts. Small businesses such as garments, workshops, building materials as a support for the community's economy that can be integrated with swallow

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bird maintenance rearing businesses.

Small and Medium Enterprises (SMEs) have an important role as the backbone of the economy in almost all countries. Especially in Indonesia, one of the businesses that is starting to be developed, namely the swallow bird maintenance business, is an SME and this business makes a significant contribution to Gross Domestic Product (GDP), which equal to 60% with a total employment of 97% of the total workforce, SMEs are a business sector that is able to adapt and face market changes. Indonesia experienced an economic crisis in 1997, SMEs were able to survive in the midst of an economic crisis (BPS,2020: 9)

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One of the potential SME to be developed in Indonesia is Swallow bird maintenance. Swallow's nests are believed to have benefits to maintain the freshness of the body, cure respiratory pain, increase vitality, drug for ageless, maintain beauty, increase energy in, in hibit cancer growth, eliminating the influence of alcohol, increasing concentration, diabetes mellitus drugs, a source of protein, and reduce fever (Guoet al., 2006) and (Parejo-Pulido, 2023).

Indonesia is the largest swallow bird nest producer in the world, there are three main producing areas of swallow's nests in Indonesia Sulawesi, Kalimantan and Sumatra. Swallow nest production for years 2016 reached 26 tons which were exported to various countries,

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especially China. Center Swallow production in Sulawesi is spread in several regions, such as in Polmas, Pinrang, Sengkang, Soppeng, Bone, Barru and Bulukumba districts and several other areas (Swallow Nest Entrepreneurs Association Indonesia, 2018).

The maintenance swallow bird industry to meet the needs of the food chain (Tarnagda et al. 2020), the swallow business is included in the MSE group, the high and low performance of SMEs is not only influenced by internal factors, but is also influenced by external environmental conditions. External has two parts, namely elements of the internal environment in general, the wider community which influence the industry and companies within it and industrial environmental factors which threaten the entry of new participants, suppliers, buyers, substitute products and the intensity of competition which affects companies and competitive actions. and responses (Ningrum, 2023) SMEs are closely related to a founder and as a business actor in a company in facing macroeconomic environmental factors which connote that external environmental forces have a positive impact on organizational performance, the external environment and the internal environment of entrepreneurial behavior (Ayodeji Emmanuel Oke et al al., 2020).

High marketing performance is expressed in three main quantities, namely sales value, sales growth, and market share (Zhao &

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Priporas, 2020; Ayuso & Navarrete- Báez, 2018). Empirical evidence shows that one of the factors affecting the performance of swallow bird maintenance is innovation, namely the adoption of new products and or processes to increase competitiveness and profits. This includes new ways of identifying new and existing consumer needs. Innovation is the main challenge for swallow bird maintenance, including in the field of technology and including the management of small and medium enterprises (Chen, Liu, S., Chen, Y., Chen, C., Yang, H., & Chen, Y.,2020) Food Safety Management Systems.Another view explains that innovation is a new creation that is tangible) or non-material intangible that has significant economic value and is generally carried out by companies or individuals (Ayodeji Emmanuel Oke et al., 2020).

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(Demina, E.N., Simonenkova, A.P., & Luneva, O.N.2021) Sanitary control in a research laboratory as a factor in ensuring food safety of innovative dairy products. Innovation reflected through product innovation, technology, and technical innovationcan have a sales growth. Experts are of the view that the ability of workers to always produce innovation is a key factor in keeping businesses running, including swallow bird maintenance businesses, so that they can survive in conditions of intense competition. Innovation has a positive and significant relationship and influence on a company's competitive advantage. (Maldonado-Guzmán et al., 2018).

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(Soler, M. Ruiz-Raya F, Sánchez-Pérez L, Ibáñez-Álamo JD. 2022) Innovations carried out in the maintenance of swallow bird maintenance not only have an impact on excellence, innovation can also improve marketing performance. In line with the opinion of previous researchers who stated that innovation has a positive and significant effect on company performance (Curado et al., 2018). This research is different from the findings of other researchers, that process innovation has a positive and significant effect on performance, while product innovation has a negative effect on the performance of small and medium enterprises (Castela, Ferreira, Ferreira, & Marques, 2018).

High innovation alone is not enough to guarantee efforts to increase costs to improve performance, education, training, market-oriented motivational skills including community culture need to be taken into consideration and government policy, as well as a corporate culture that can lead, is also needed to improve marketing performance (Liu & Atuahene-Gima, 2018). Product market orientation as the most effective and efficient organizational culture for creating the behavior necessary to create superior value for buyers and produce superior performance for the company, especially in a highly competitive environment. In an environment of high competition in the swallow bird maintenance business, only companies that are able to keep up with developments including technological developments and human resource (Uwizeyemungu et al., 2018)

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Research conducted by Kaliappen & Hilman, (2020) proves that market orientation has a positive and significant effect on competitive advantage. The development of new companies, including swallow bird maintenance companies that implement market and export orientation, has advantages in terms of customer knowledge and this advantage can be used as a source for creating varied products.

Entrepreneurs who have competence and are able to develop a new business such as raising swallows are new businesses that represent managerial abilities in managing new business opportunities and have a relationship between owner/manager behavior and business success Irwan, I. (2021). Entrepreneurs who have entrepreneurial competence as individual characteristics that encourage business include attitudes and behaviors that trigger entrepreneurs to achieve and maintain successful business performance, and are determined from the relationship between motivation and behavior through the ability of owners/managers to run a business. Behavior is a representation of entrepreneurs to implement strategies in entrepreneurship Pratama, SR (2023). Analysis of the Efficiency of Swallow's Nest Business Management.

This research study by looking at the role of education, training, skills, motivation and policies to improve business performance. Various approaches are certainly inseparable from the entrepreneurial competence

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factor by applying other knowledge that ca\n support business success. Research has found that entrepreneurial competence is the overall entrepreneurial potential which includes attitudes, beliefs, knowledge, skills, abilities, personality and behavior directed at achieving work performance. Successful business actors, including having entrepreneurial competence, are a realistic view of how entrepreneurs run a business (Abaho, Aarakit, Ntayi, & Kisubi, 2020).

Research by Ahmad et al. (2020) on SMEs in Malaysia found that entrepreneurial competency is a predictor of business success. According to the researcher, despite previous researchers' assumptions, they provide a review that competency and managerial factors provide evidence that managerial ability has a positive and s ignificant effect on competitive strategy. However, according to the researchers, this is not enough because there are still capital factors that can play an important role, including financial capital and human capital that can improve business performance

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2.4 Another Related theories

2.4.1 Education

(Banha, Francisco, Luís Serra Coelho & Adão Flores 2022). Entrepreneurship education. The education is something that is universal and continues uninterrupted from generation to generation anywhere in the world. Efforts to humanize humans through education

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are carried out in accordance with the out look on life and social background of each particular society (Tirtarahardja et al., 2005). In this study using educational variables and has variable indication there are many type of education (Astriyani,Astriyani, N. P., Sessu, A., & Yusuf, B. P. 2021), namely:

a) Formal Education

(Juraevna, 2024) The formal education presents a philosophical analysis of the essence of increasingly prevalent information wars in the modern world and their role in society. International Business Education (Anton Klarin., Boris Inkizhinov.,Dashi Nazarov., & Elena Gorenskaia 2021). Formal education is education in schools that is obtained regularly, systematically and in stages, having levels of education that are coherent and clear. Formal education starts from elementary school *(Indonesian Sekolah Dasar (SD)* continuing to secondary education to tertiary education. Formal Education According to Law Number 20 of 2003, formal education is a structured and tiered educational path consisting of basic education, secondary education, higher education (Basyit, A., & Edy. 2020) (Suprijanto, 2009: 6). Formal education is education that is organized in a structured, (Bais, 2022) has levels, with in a certain period of time, held from elementary school to university level. (Hendrayani, 2020).

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b) Non-formal education

(R.Aggarwal, 2020) Non-formal education is additional education such as, this educational course is used as a supplement and is used for people who feel the need for additional education. Non-formal education is an addition to or a substitute for formal education. Non-Formal Education According to Law Number 20 of 2003, education can be defined as an educational pathway outside of formal education that can be carried out in a structured and tiered manner. Meanwhile, according to Transformational leadership is critical in innovation (Iqbal et al., 2021). Firm-level entrepreneurship behavior identified as an entrepreneurial orientation has an essential role in technology adoption (S. Chatterjee et al., 2020) Axin (Suprijanto, 2009:7), non-formal education is a learning activity intended by the learning community and learning in an organized (structured) setting that occurs outside the school system. Transformational leadership is critical in innovation (Iqbal et al., 2021). Firm-level entrepreneurship behavior identified as an entrepreneurial orientation has an essential role in technology adoption (S. Chatterjee et al., 2020) and effects to firm performance (Budur & Poturak, 2021) In addition, Farrow, Arcos, Pitt & Weller (2015: 51) said that non-formal learning is a significant aspect of the learning experience. (Raudatus Syaadah M. H., 2022), advanced non- formal education as explained by (Cabello, Cabello, V. M.,

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Véliz, K. D., Moncada-Arce, A. M., García-Huidobro, M. I., & Juillerat, F 2021). Disaster risk reduction education tensions and connections with sustainable development goals and non-formal education is a learning activity outside of the school system or formal education that is carried out in an organized manner.

c) Informal education

Informal Education According to Law Number 20 of 2003, informal education is a path of family and environmental education in the form of independent learning activities. Meanwhile, according to Axin (Suprijanto, 2009: 8), informal education is education where citizens learn accidentally and learning is not intentional to help residents (Raudatus Syaadah et al. (2022) and (Carroll, 2020), informal education is a family education path that does not have a structure such as formal and non-formal education. Informal education interacts more in the family environment, such as family activities in the form of independent learning and house hold activities and is carried out consciously and responsibly. Behind the science literacy of Filipino students at PISA 2018, educational system. (Cordon, J. M., & Polong, J. D. B. 2020), the results of informal education are recognized as the same as the results of formal and non-formal education after students pass exams according to national education standards. Informal education in relation to business is very relevant to the business of swallow

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bird maintenance because starting this business begins in the family environment. The presence of parents in the family is very important to determine the future of the child. The definition of education also can be seen in the following table:

Table. 2.4.1

Definition of Education

Authors	**Defiiniton of Education**
Doms at al.,2020	Local labor force education, new business characteristics, and firm performance. The relationship between both area- and owner-level education and subsequent business performance. Previous research on entrepreneurship has not tended to distin-guish between the effects of individual- and Area - level education.
Acs et al., 2020)	Regional analyses of business outcomes focuses tend to focus solelyon regional education (for example,Acs et al., 2020),
Nor Hafiza Othman at al., (2016)	Education in businesses have been seen as the critical factors toward success of the small firms (Islam et al., 2011). According to Soriano and Castro giovanni (2012), education also is a factor for success and entrepreneurs should continue in their educational journey.

Hasan, M., Tahir, T., Nurdiana, N., Sebayang, K. D. A., & Fatwa, N. (2021) entrepreneurship education in family business affect entrepreneurial attitudes and motivation. According to Eugene (2019), in Nor Hafiza Othman et al., (2016) said education can help entrepreneurs to think critically and have the desire to compete with others in getting a

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business. Meanwhile, according to Etschmaier (2020) education, higher education will increase business goals to increase their competitive advantage and potentially increase their business profits due to having a good education including in higher education (Murphy, 1987) and Socioeconomic status, individual modernity, economic literacy, and consumer rationality of millennial generation Hasan, M., Arisah, N., Nurdiana, N., Supatminingsih, T., & Nikensari, S. I. (2022).

In line with Starsia (2020) explained, also that higher education will also direct entrepreneurs to be more consistent with operating goals and achieve their vision, mission and goals to be successful. Formal, non-formal and informal education link maintenance swallow bird industry to improving business performance and International business education (M. Randazzo-Davis, & C. Nelson 2020).

Through education it will be easier to apply knowledge in running a business especially in technology-based businesses such as swallows bird maintenance that use technology and related equipment that requires skills in various fields of knowledge. Such as audio computer engineering, technology and all things related to the swallow bird maintenance business and also environment. (AlShiab, 2020) The formal education that has been followed is useful in running a swallow business, length of formal education that has been followed affects our ability to run the swallow business Knowledge from our formal education is

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influential in understanding the material when participating in training The subject matter in formal education schools is very useful and helpful in implementing business administration and need innovation and economic grow (Aparicio, S., Audretsch, D., Noguera, M. & Urbano, D (2022a)) and also has relation between education and entrepreneurship also practice according to (Aparicio S. A., Aparicio, S., Audretsch, D., Noguera, M. and Urbano, D (2022b). Mediation and moderated in the relationship among role models in the research. Non-formal education certain field courses greatly influences our mindset, in sight and motivation to do business certain field courses such as computers, entrepreneurship and mechanics really help our work in running the swallow business. Properly run some electronic equipment in the swallow business, special electronics courses are needed Knowledge spillover entrepreneurship, innovation and economic growth (Aparicio S. U., Urbano, D. & Stenholm, P.2021).

(Arenas, D.B. & Belitski, M. 2020) Ruta an island of innovation in Medellín's downtown local economy, one example of improving the local economy, The method of presenting course material has a strong influence on the ability to understand and apply the content of the material Education in certain majors such as engineering (Audretsch, D.B., Siegel, D.S., & Terjesen, S..2022) **.** Business and electronics is very useful and necessary to run a swallow bird maitenance business required specifications and educational standards both formal and non-formal to

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manage the swallow business in a professional manner, communities at the nexus of entrepreneurship and societal impact: a cross-disciplinary literature review (Bacq, S., Hertel, C., & Lumpkin, G.T. 2022).

Some of the tools used in swallow buildings such as sound systems and aeration require certain educational specifications to install, assemble and run properly. Lusardi, A., Menkhoff, L., & Urban, C. J. (2020). Financial education affects financial knowledge and downstream behaviors. Narmaditya, B. S., Sahid, S., & Hussin, M. (2023). Family economic education foster students' economic behavior. The mediating role of economic and entrepreneurial literacy. Wooten, J., Staub, K., & Reilly, S. (2020). Economics within ABC's modern family. The Journal of Economic Education

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2.4.2 Training

One of the things that can be considered to have a very large influence on one's skills is training activities specifically to master the technical capabilities of a technological tool. Training is a process of systematically changing employee behavior to achieve organizational goals. Training is a series of activities designed to increase the experience of skills, expertise, increase knowledge, and change an individual's attitude. Training, (Afrizal, 2021) has variations according to the needs of the company's goals, the frequency of training can affect

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knowledge, training is considered as a powerful agent for the development of capabilities and growth and profitability of the company described in (Dewangga, T. A., & Rahardja, E. (2022). Then explained by several previous researchers indicates that transformational leadership is generally beneficial to the improvement of work performance. Nugroho et al. (2022) leadership enhance the training instructor performance. Suggest that training increases the survival rate of small firms, while small business failure is associated with poor management skills (Jasin, Jasin, H., & Suri, D. A. 2021) and (Lattimore et al. 1998; Jennings & Beaver 1995) and the new researcher (Fatimah, Sjarlis, S., & Oktaviani, A. R 2021).

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In addition, (Halimah, et.al 2022), Reid & Harris (2002) work ability and training results can improve skills in using several tools in businesses such as maintenance swallow bird and influencing skills in fostering entrepreneurship (Hamzah, 2020). Analysis of training needs and improvement of personal judgment comparatively and also effect of HRM practices and innovation, yielding betteenvironmental performance (Singh et al., 2020).

a) Training Method

Training methods can be taken from a variety of sources, including resources in the form of physical capital resources, organizational capital resources, and human resources Jasin, H., &

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Suri, D. A. (2021). (Afrizal, 2021) And another research (Merrilees, Rundle - Thiele, & Lye, 2011). Capabilities can be defined as the skills a company needs to make the most of its assets, utilizing assets as a competency method, while competencies can be defined as a set of observable performance dimensions, including knowledge, skills, attitudes, and individual behavior, as well as collective team, process, and organization (Lestari, C. A., & Arnu, A. P. (2021). The ability gained from training results is associated with high performance and gives the organization a sustainable competitive advantage, as suggested (Dewi, 2023) In this study, experts concluded that a company's workforce can be a source of sustainable competitive advantage (Niati, D. R., Siregar, Z. M. E., & Prayoga, Y. 2021) (Progoulaki & Theotokas, 2010). The presentation, implementation, and evaluation methods used by the organizers affect entrepreneur's success in understanding the material (Saputri, P., Lorensa, D., Asriani, A., & ZA, S. Z. 2020) If the training is carried out to improve the skills of the participants, then the method with demonstrations, hands-on practice, and independent training will give better results. Tools such as audiovisual really help us to understand quickly and easily understood so that our skills can improve quickly Ismail Al-Bahri, F. P. F. P., Ahmad, L., & Salam, A. (2020). Effect of training on skills in growing entrepreneurship (Hamzah. 2020). And also analysis of training needs in improving personal judgment.comparatively. Management training needs

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assessment and training selection: The Case of a Libyan Company.

b) Training materials

(Kadarisman & Prabowo, 2022) the training materials which are arranged in a systematic and concise manner make it easier for us to understand material that is up to date and according to the needs of the participants makes it attractive and attention making it easier to understand training material that is too broad and does not thoroughly discuss a topic causes participants to not get much skill improvement (Novaria, 2020). Training materials that ārе too sophisticated with high academic language can cause participants to fail to understand the training content properly (Azzahra, 2021).

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c) Special Training

(Ramafrizal, 2022) Training prcatices in state to improve the skills and motivation of swallow businessmen, special training on the swallow business is needed. Result of training as skill can quickly increase if the training is carried out by only focusing on certain areas such as sound systems, aeration, building interiors, harvesting and processing of swallow nest products. Related relationship between on the job training and employees' Performance to Ismail Al-Bahri, et al. (2020). Special training for the swallow business is very helpful if it is planned properly on a regular basis and

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organized by the government. Training has an important role in doing business, especiallyin the swallow bird maintenance industry business, requiring training from various disciplines related to this business, one of which is human resources training and employee performance (Setiawan, I., Ekhsan, M., & Parashakti, R. dhyan. 2021) . They have close links with other businesses and several disciplines that must be applied in maintenance management swallow bird. Before discussing the role of research in relation to the swallow bird maintenance, several definitions of previous researchers related to the swallow bird maintenance business can be seen in the following table:

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Table 2.4.2

Definition of Training

Authors	**Definition of Training**
Al-Omari, Z., Alomari, K., & Aljawarneh, N. (2020).	The role of empowerment in improving internal process, customer satisfaction, learning and growth.
Armstrong, M. (2020).	Armstrong, M. (2020). *Handbook of human resource management practice*.
Buchanan ., & Badham. (2020)	*Power, politics, and organizational change*. SAGE Publications Limited.
Dessler, G. (2020).	*Human resource management* (16th. Edition.ed.).Florida International University.
Garavan, T., McCarthy, A., & Carbery, R. (2020).	Training and organizational performance: A meta- analysis of temporal, institutional and organizational context moderators.
Nassary, R. P. (2020).	The effects of training on employees‟ performance in public institutions: A case of arusha municipality, Tanzania.

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Authors	Definition of Training
Lussier, R. N., & Hendon, J. R. (2020).	Lussier, R. N., & Hendon, J. R. (2020). *Fundamentals of human resource management functions, applications, skill development* (Second Edition ed.).
Bhatti, M. K., Soomro, B. A., & Shah, N. (2021).	Predictive power of training design on employee performance:An empirical approach in Pakistan's health sector.
Luo, Z., Ma, E., & Li, A. (2021).	Driving frontline employee's performance through mentorship, training, and interpersonal helping: The case of upscale hotels in China.
Kuruppu, C. L., Kavirathne, C. S., & Karunarathna, N. (2021).	The impact of training on employee performance in a selected apparel sector organization in Sri Lanka.
Abu Daqar, M., & Constantinovits, M. G. (2021).	The impact of training on banks employee performance. *Hungarian Agricultural Engineering*,

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The impact of training in improving business has been carried out by several previous researchers such as (Suprapty, R., Syamsuddin, R., & Asri, M. 2020)**.** The importance of improving business through training cannot be separated from developing human capital employee productivity evaluation with human capital management strategy by Saluy, A.B., Abidin, Z., Djamil, M., Pramudena, S.M., Endri, E. (2021) Training can create resources that can compete so that it can improve the performance of company knowledge obtained through training can be applied in organizational knowledge (Setiawan, et al. 2021 The effect of training on employee performance is mediated by job satisfaction. , Through multidisciplinary training, various types of business can be easily carried out, such as in the swallow bird maintenance industry which requires various trainings to more easily improve business

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performance. Niati, D. R., Siregar, Z. M. E., & Prayoga, Y. (2021).

2.4.3 Skill

(Arina Arina, 2022) Knowledge of basic skills that entrepreneurs must have, including hard skills and soft skills, it is important for prospective entrepreneurs to have business planning, apart from financial planning and projections, they also need to have technical skills using project management tools and human resources management and the industrial growth and technology development need competent human resource in every business organization (ohan Oscar Ong & Masyhudzulhak Mahazan, 2020) can have a positive impact on business performance. HR management strategies that focus on improving company performance can be explained using the AMO (Ability, Motivation and opportunity) model. In (Johan Oscar Ong & Masyhudzulhak Mahazan (2020), every employee will provide performance if they have 3 aspects, namely (Armstrong and Brown, 2019).

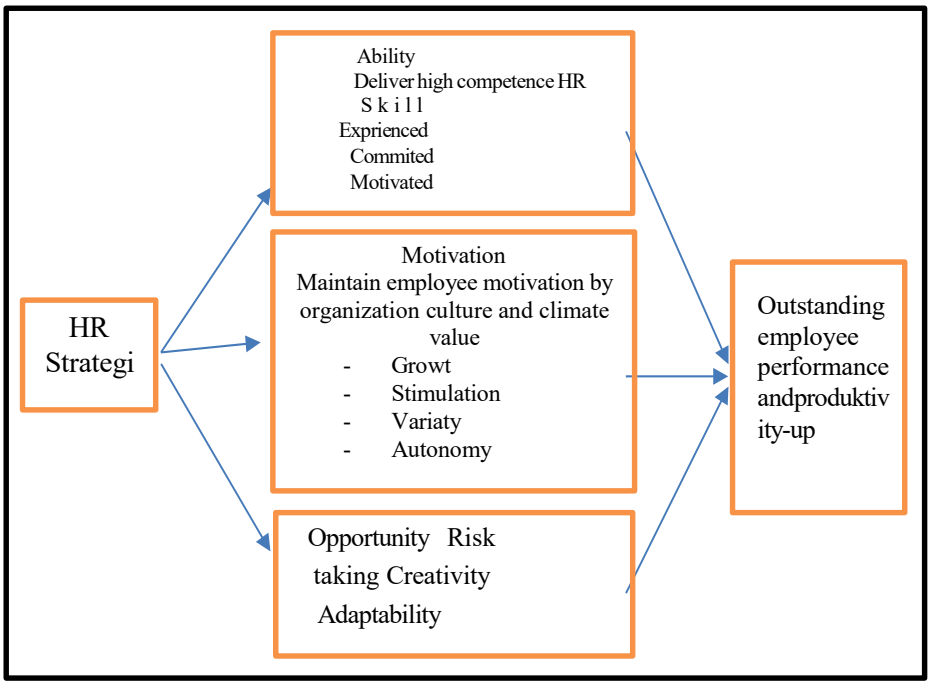
a) Ability, namely the ability to carry out tasks due to have knowledge, work Abilities / skills, and talents
b) Motivation (Motivation), namely the desire to carry out the task above own desire or feel compelled to do the task c
c) Opportunities, namely the work structure and environment support and place to express your self According to (ohan Oscar Ong et.al 2020) it gives as in figure 2.4.3 as follows:

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Figure 2.4.3

HR Management Strategy with the AMO approach



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(Johan Oscar Ong et.al. 2022) Bee-Lan Lok□, Ming-Yu Cheng & Chee-Keong Choong 2021, impact of soft skills training and development on human resource outcome and firm performance. Soft skills require creative thinking including how to think and see things differently from others according to (Chin*, 2022), general training focuses on soft skills complements specific training and enhances firm's performance. In contrast, soft skills training provides the good-to-know basis to deal with a more uncertain context (Arfina, 2021) and employees with unique inimitable skills who add value to the firm to achieve its operational goals and business performance Busto,C., (2021), continued by Churchill, F. (2020), processes training aims to bridge the gap between the current

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business needs and objectives defined by the Gable, S. (2021), can manage time appropriately communicative and strategic basic skills need to be improved so that our business performance can improve Sadovyy, M., Sanchez-Gomez, M., & Breso, E. (2021) **.** And also Motvation and career the of work discipline, Achievement Impact Washington. (2021), the most important soft skills for manufacturing engineers.

a) Technical Expertise

(Arif Nugroho1, 2023) Although there are various definitions of skill, there are different views on this concept a cognitive based view and a performance-based view (RBV) Kemalasari, N., Saluy, A. B., Abidin, Z., Djamil, M., Hutabarat, L., Pramudena, S. M., & Endri, E. (2021). The cognitive-based view defines expertise as the possession or privilege possessed by individuals or institutions of a body of conceptual and procedural knowledge through organized and (Lau 2021). Followed by regarding more specific efforts**,** monitoring and superior self-regulation.

The performance-based view defines expertise as the ability, acquired through work practices in accordance with company goals, to perform qualitatively well in a particular task domain. (Lubis, 2021) Resource Based View (RBV) in improving company strategic capacity, and explained in Lubis (Barney, 1991; Morgan et al., 2009;

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Yuga & Widjaja, 2020).Starting from the Resource Basic View (RBV) view, this study uses a performance-based view that is in line with the definition used in this study.

Effects of swallow bird maintenance with education, training, skills, motivation mediated by policy to improve the business performance of swallow entrepreneurs. Thus, the expertise in this study refers to the knowledge, formal, informal, non-formal education as well as the skills and abilities possessed by small business owners and have the potential to produce superior performance when properly utilized. Small entrepreneurs in this case must have management expertise or special skills related to several areas of operations such as having the ability to operate the technological tools needed in managing this business. For example, if the business owner has management and technological skills, the small entrepreneur can do business well and demonstrate effective and efficient management performance in the small business (Caballero-Morales, 2021). A review of the existing literature shows that there is limited research exploring the effect of swallows bird maintenance with education, training, mediated skills and motivation then moderated by policies to improve business performance (Lestari S. L., S. D., LEON, F. M.,Widyastuti, S., BRABO, N. A., & Putra, A. H. P. K 2020).

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The expertisesmall business owners on business performance needs to be supported by practice (Kaukab, M. E., Adawiyah, W. R., Setyanto, R. P., & Suroso, A. 2020), So far, according to the observations of researchers in the field, it is still unfortunate because given the lack of expertise of small businesses, especially in the field of swallow bird maintenance, it is often cited as one of the main obstacles to the growth and development of their business Strategic decision-making in SMEs: effectuation, causation, and the absence of strategy. (Hauser, A., Eggers, F., & Güldenberg, S. 2020).

b) Managerial Ability

(Lukita, 2022) Small businesses that are able to compete in the business world are needed to develop, maintain and motivate a competent entrepreneurial workforce but this can result in major obstacles to company success and become the main cause of company failure in the small business sector including resource management as described (Furr, N. R., *et al*. 2021). Several previous researchers linked and explained the resources included in the RBV theory with current research, this study concluded that the expertise of small business owners and the skills of their employees are resources that when fully utilized can provide a sustainable competitive advantage entrepreneurship and role models Business counterintelligence as a protection strategy for SMEs. González-Díaz, R. R., Acevedo-Duque,

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Á. E., Santos, L. G.-G., & Cachicatari-Vargas, E. (2021). Eespecially for small businesses, like swallow bird 74aintenance business. Swallow bird maintenance in the face of competition. This competitive advantage leads to increased performance of small businesses need mediation and moderated, mediation in the relationship among role models, self-efficacy, entrepreneurial (Tee Suan Chin*, 2022), and Armansyah, S., Saluy, A. B., Djami, M., Mulyana, B., Pramudena, S. M., Rinda, R. T., & Endri, E. Motivation Moderating the Influence of Organizational Culture and Leadership on Employment Performance.

Better managerial skills can increase self-confidence and motivation to succeed in running a swallow bird maintenance business and supported by Institutions, entrepreneurship, and economic growth in Small Business Economics**,** (de Moura, G. B., & Saroli, L. G. 2021). Several studies have indicated that improving basic skills in adult life can improve UK labour market outcomes Caballero-Morales, S.-O. (2021)**.**

Tee Suan Chin* (2022) Skills refer to the expertise or skills possessed by respondents in operating a particular tool or technology. (review, 2023)The indicators used include: Basic skills, technical skills, and managerial abilities. The way to measure this is by using a questionnaire that uses a five-level Likert scale to determine the

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respondent's level of agreement with each question item for all indicators.

There is also evidence that acquisition of skills during a working life time can have benefits to the individual shown that top performers as Table below:

Table 2.4.3

Definition of Skill

Authors	Definition of Skill
Birkan, I. Ş. I. K., & Yaşar, O. (2021).	Critical thinking dispositions in business world: Mixed method on employees and managers.
Berrang-Ford, L., Siders, A. R., et al. (2021).	Berrang-Ford, L., Siders, A. R., Lesnikowski, A., Fischer, A. P., Callaghan, M. W., Haddaway, N. R., & Abu, T. Z. (2021). A systematic global stocktake of evidence on human adaptation to climate change. Nature Climate Change.
Ikbal, M., Paminto, A., Darma, D. C., Ulfah, Y., & Ilmi, Z. (2020).	Ikbal, M., Paminto, A., Darma, D. C., Ulfah, Y., & Ilmi, Z. (2020). Business and accounting standards that only support the capitalist interest: Critical thinking with institutional theory.
McKee, J. (2020).	Critical thinking in research and analysis for business development. Journal of Research in Administrative Sciences.
Mak, J., Roberts, B., & Zimmerman, C. (2021).	Mak, J., Roberts, B., & Zimmerman, C. (2021). Coping with migration-related stressors: A systematic review of the literature.
Malik, R., Visvizi, A., & Skrzek-Lubasińska, M. (2021).	The gig economy: Current issues, the debate, and th new A venues of research.

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Authors	Definition of Skill
Mak, J., Roberts, B., & Zimmerman, C. (2021).	Coping with migration-related stressors: A systematic review of the literature. Journal of Immigrant and Minority Health,
Wijaya, R. et al. (2022).	The Effect of Human Resource Skills and Capabilities on SMEs Performance.

2.4.4 Motivation

Definition of motivation in general according to Robbin (2002: 55) and (Ipung Sri Purwanti Hery, Hartati Dyah Wahyuningsih 2022) Motivation and implementation of employees performance is the desire to do something as a willingness to spend high effort for organizational goals. There are still many developing theories of motivation which are prioritized in this regard, namely motivation that is relevant to competence in the swallow bird maintenance business (Nugroho, et.al 2020). Motivation of entrepreneurs must actively use all information media to find and study the latest technology in the swallow bird maintenance business. Competence is the main capital that must be possessed by small entrepreneurs, including swallow bird entrepreneurs, to be motivated to determine performance and success in the swallow business. (Ofori, et.al 2020).

Government policies are needed in an effort to develop other businesses, namely. (Santi, 2020) Today is inseparable from the educational background, training and skills that have been acquired since pursuing this business**.** Entrepreneurs always try to develop

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competence by continuously increasing their knowledge and skills independently. Followed by next researcher Anggraeni, F.N. (2020). Other definition of Motivation can be seen in the following table:

Table 2.4.4

Definition of Motivation

Authors	Definition of Motivation
Farisi, S., Irnawati, J., & Fahmi, M. (2020).	The Influence of Work Motivation and Discipline on Employee performance. Humanities Journal: Journal of Social, Economic and Legal Sciences, 4(1),15–33.
Fatikasari, S., Indrawati, D.S., & Murwaningsih, T. (2020).	The Influence of Organizational Commitment and Employee Job Satisfaction on Work Motivation of District Court Employees Wonogiri.Journal of Information and Communication, 4(3), 63–73.
Hendra, H. (2020).	The Influence of Organizational Culture, Training and Motivationon Performance Employeesat Tjut Nyak Dhien University,Medan. Maneggio: Scientific Journal Master of Management, 3(1),1–12
Nasution, S.N., & Pasaribu, S.E. (2020).	The Influence of Supervision, Motivation and Discipline Regarding Teacher Performance at the Kuntum Bumi Integrated Islamic Education Foundation Rantauprapat. Maneggio: Scientific Journal of Masters in Management, 3(1), 75–91.
Nurlaini, & Almasdi. (2020).	The Influence of Organizational Culture and Work Engagement on Employee Performance with Organizational Commitment as an Intervention Variable in PT.XYZ. Profita Journal: Accounting and Business, 1(2), 101–119.

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Authors	Definition of Motivation
Amal, K., Meutia, & Diswandi. (2021).	The Effect of Organizational Commitment and Engagement Work on Employee Performance with Motivation as an Intervening Variable. Journal of Distribution, 9(1), 1–14.
Jufrizen1*, Bella Olivia Rizki1, Muhammad Arif (2022).	Mediation Role of Work Motivation: OrganizationalCommitment and Work Involvement on Employee Performance

d) Work Ethic Improvement

(Arshinina, P., & Kiseleva, A.2020), at work, they are always motivated to continue to improve the work ethic of entrepreneurs who always try to work professionally and responsibly to complete all work with good and maximum results. Spirituality in the workplace Broadhurst, S. (2021) and Catherine, C., Cindy, C., Williny, W., Vincent, W., & Hutabarat, F.A. M. (2022). Periodically continue to evaluate work capabilities by setting better targets compared to the ethical challenges of the previous period with entrepreneurship development and business purchases (2021). The quality and quantity of the entrepreneur's work continues to be improved and developed so that his business can obtain good results and more quickly provide positive value and improve workforce performance (Gheitani et al.,2019). Grabowski, D.,Chudzicka-Czupała, A., & Stapor, K. (2021). Relationships between work ethic and motivation to work from the point of view of the self-determination theory. Technological tools that support business to be able to sustainably adhere to the principle that trying to always work

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better than before will produce results in the future Wahyudi, M. (2019).

e) Fulfillment of Needs

Rosari, T.S., Junaedi, M., & Suhartatik, A. (2022). The mediating role of organizational commitment on the relationship between work spirituality and business performance. One of the motivations of small entrepreneurs in general is to meet family needs. One of the small business activities of the many types of businesses, namely the maintenance of swallow birds, in running this swallow business is sure to get a decent income. The income earned from the swallow business is expected to increase from time to time so that it can generate greater income and meet needs workforce performance is also influenced by the effect of work motivation and good behavior that will show a work ethic that can improve interpersonal skills and strong employee self-reliability (Haryono et al., 2020). Apart from having a job, the motivation to become the backbone of the family in meeting the necessities of life can be achieved through the swallow bird business.Increasing entrepreneurs always compare with other jobs, the income from the swallow business after reaching a certain period of time can be higher. Government policies need to support development together with other mutually supportive businesses, increasing income can be achieved more quickly Wahyudi, M., Mukrodi, M., Harras, H., & Sugiarti, E. (2020).

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f) Business Initiation and Achievement

Alwi, et al (2021). The relationship between personality, attitude, after a lot of experience and good knowledge regarding the competency of the swallow farming business, many entrepreneurs are motivated to invite their close family to run the same business. Continued by researchers Demina, E.N., Simonenkova, A.P., & Luneva, O.N., 2021. Sanitation Control in Research Laboratories as a Factor in Ensuring Food Safety of Innovative Dairy Products. Entrepreneurs are brave and not insecure about starting new small businesses such as swallow farming businesses in regional and even urban areas. According to several entrepreneurs, the swallow business is one of the future businesses with high income and class. (Hong, TK, Chia Fah, C., & Ong Han, AK, 2020). Approach to improving the quality of swallow's nests & building better bird nest cleaning process facilities through the best value approach.

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The development of the swallow vbird farming business is due to the fact that there are quite a lot of resources around a healthy environment and sustainable ecosystem and can be adapted to the entrepreneur's ability to start his business. (Ito, Y., Matsumoto, K., Usup, A., & Yamamoto, Y., 2021). A sustainable farming ways of livelihood edible swallow's nest in Indonesia, ecosystem health and sustainability, 7(1)., The encouragement to start a swallow bird farming business was

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based on the hope that there would be support from government policy regarding future the 80aintenance swallow bird industry related to food quality and needs. (Ziyaina, M. & Rasco, B., 2021). Microbial inactivation by ozone in the food industry. Further research on nutrition and food security. Zongo, C., and Savadogo, A., (2020). Food quality standards, nutrition and food security, and subsequent researchers. Tarnagda, B., Jean Paul Karama, B., Gustave Yaguibou, A., Ouattara-Sourabié, PB, Kaboré, SSR,

Goungounga, G.C., Zoungrana, I., Zongo, C., & Savadogo, A., (2020). Swallow entrepreneurs aspire to become entrepreneurs who can get good results. Entrepreneurs who have skills and competencies are the basic capital to make these dreams come true.

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2.5 Business Performance

(Bagis, f., & darwaman, a.2022) Business performance of muslim smes: perceptions of training, mentoring and coaching. Knowledge suggest a multidimensional measure of business performance that combines accounting-based issues and market-based assets in order to obtained a composite assessment of business performance (Alqudah, Alqudah, I. H. A., Carballo-Penela, A., & Ruzo-Sanmartín, E. (2022) and other previous research (Otley & Pollanen, 2000). A result of the efforts of a person or organization in an activity that is in accordance with what has been determined. According to Dessler (2000:41) performance is work

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performance, namely the comparison between work results with established standards effect of entrepreneur psychological capital and human resources (Machmud, a ., & a hman, e. (2019), have a slightly different opinion that performance is basically what employees do or don't do.

Several performance factors affect employee performance, characteristics of Islamic entrepreneurship and the business success of smes in Indonesia. According to (Machmud, amir, & hidayat, y. M. (2020), factors that affect performance include: Role, Trainer, Level of Work Motivation, Ability or Skills, and Education and BusinePerformance Measurement. According (Ted Jackson, 2024), there are four financial, customer, process, and people and another researcher there are several business performance indicators, including: Productivity, Work Quality, and Work Knowledge.

2.6 Technological tools for maintenance of swallow bird industry

(Asvic Helida, 2022) and (Elvira, 2022) Implementation theoretical relationship between RBV and SHRM in the practice to use of computer technology, especially for audio voice calling, has competition that is high enough to attract swallow bird colonies according to researchers' observations, especially at research sites in Soppeng, Wajo and Sidrap

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regencies. The development of the swallow birds maintenance business starts from naturally occurring in caves until entrepreneurs try to house them through gradual development using tools that adjust technological developments in line with the development of human resource capabilities and environmental conditions which of course cannot be separated from education, knowledge, training, business motivation and skills of business actors. For example at first, swallow entrepreneurs only used cassettes, and after a better tool appeared using a CD, after more advanced technological developments they used a plays disk, and even now they use a computer with a timer system and closed circuit television (CCTV) to control the situation in side and around the building and be able to adjust accordingly circumstances and conditions of the surrounding community by researcher.

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The researcher analyzed computer technology using the swallow colony sound software with an experimental approach, model with the phenomenon of paying attention to the response of the frequency and type of sound of the swallow colony according to Mohammad Ali Nematollahi. Et al. (2020). Installed on the computer and thenconnecting it to a sound amplifier using a certain frequency to call the swallow birds maintenance colony, so that it could approach and enter into the building as described and practiced by several previous researchers. Some of the definitions explained by previous researchers related to swallow birds maintenance are shown in Table 2.7 below

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Table 2.6

Defintion of Technology related with Swallow bird maintenance

Authors	Definition	Objective	Finding
Ibrahim et.al., 2009	Aerodramus Maximus and aerodramus Fucipagus	The purpose of swallow sound technology is to be able to easily attract swallows into the building,	
Mohammad Ali Nematollahi . et al.,(2020)	Swallow Industry has agood potential to be invested bygoverment sand organizations	It is potentially to aplicable to the study of Swarm dynamaic in a population.	In recent years, many companies and goverment are investing on various swiflet research areas.
Ikhsan (2020)	Design and build a time automation system for swallow breeding based on a micro controller	The Atmega 16 microcontroller is used for processing binary (digital) data in which it is a combination of electronic circuits packaged in one IC chip (Integrated Circuit).	A series of automatic breeding systems for swift bird cultivation.
Turaina Ayuti (2016)	Swallow bird (Collacalia Ficiphaga) is one of poultry cultivate by nest as their primary production.	Swallow bird nest production affected by many factors one of them is enviromental condition.	Temperature and humidity measurements were carried out using a digital Thermometer and*Hygrometer* for three days.
Siti Hairunnisa Alaui (2020)		use of high-tech and modern equipment in a swallow-nest breed company is	

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Authors	Definition	Objective	Finding
		able to overcome the failure of approximately 70 percent ofindustrial entrepreneurs in the country today	
1Puspa Liza Ghazali, *et al.* (2023)	Weightage, Start- Up Business Factors, Edible Bird Nest, Swallow bird Industry	Weighting a Start-up Business Index for Edible Bird Nest Swiftlet Ranching Industry:AQualitati v e Method Approach	In accordance with an expert interview, there are a few steps that must be taken in order to succeed.

2.7 Research theoretical framework

Table 27. *Schedule summary of research theory studies*

Authors	Study context	Variable /Factors	Sample	Methods ForAnalys is of Study	Study Results
Hesty Aisyah* (et.al 2022)	RBV: MSME strategy in West Sumatra to achieve competitive advantage			Empirical in the form of studies from previous VRIO analysis research	RBV with VRIO analysis Contribute positively to SMEs in gaining competitive advantage
Kaukab et al, (2020)	Explore the factors that influence production	VRIO resource and capability variables in MSMEs		Empırıs berupa studi dari penelitian analisis VRIO	Used as a basis for developing MSMEs in managing international strategies
Barney,J, B.,&	Strategic Management			Literatur riview	Concepts. London:

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Authors	Study context	Variable/Factors	Sample	Met For Analysis of Study	Study Results
De Moura, G.B., & Saroli, L.G. (2021).	Sustainable value chain management based on dynamic Capabilitiein SMEs				The International Jounal of Logistics Management
Johan Oscar Ong, Et,al (2020)	Strategic HR Management in Continuously Improving Company Performance in the Industrial Era 4.0	Human Resources Strategy Sustainable Competitive Advantage Organizational culture and climate		This research method is descriptive analysis	Sustainable model; ongoing development of RBV as a model concept.
Bee-Lan Lok Ming-Yu Cheng Chee-Keong Choong (2021)	The Reationship Between soft Skill Training and Development manufacturers	The manufacturing industry in Malaysia is constructed from the Malaysian	is constructed from the Malaysian list of in PLS SEM For a statistical power 80 %	Literatur review	Targeted respondents are manufacturing firms located within the industrial estates in the states ofSelangor ,Johor, Penang and Perak
Arif Nugroho 1, Muhammad Heykal2 (2023)	Could IT Adoption Capability And Digitalization Improve Firm Performance	Entrepreneurial orientation information technology Transformat ional	Distributed online to employees in	Using AMOS 24 Utilizing modeling sequential equation modeling	Carried out preceding the structural relationships examinations . Model fit.

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Authors	Study context	Variable /Factors	Sample	Methods For Analysis	Study Results
	The Necessity Of Entrepreneurial Orientation And Transformational Leadership	leadership examinations Information technology Adoption Capability Firm performance	several companies using simple random sampling.	(SEM)	
Shinta Salsabila*, et.al. (2022)	Challenges of the Resource-Based View how the Approach to Business inOrganizational performance	Human, organizational and physical resource are all studied in relation to organizations		literature review Investigated to what degree RBV	methodology to investigate improving Resource Base View (RBV)
Risal Syam[1], Abd. Rasyid Masri[2,] (2023)	Development of Swallow Bird Cultivation Entrepreneurship in Bontoraja Village, Gantarang	Primary and Secondary Data Observations,documentation interviews	Swallow entrepreneur	The qualitative research approach is the Islamic Community	Building a Swallow's Nest Building to Invite Swallows Nursery Maitenance Swallow

2.8 The role of education, training motivation and skills in maintaining swallow bird industry

According to (A.Afifuddin, 2023) using grand theory with the abbreviated Resource Based View (RBV) and also explained in (Ghozali, 2020), that Resource Based View (RBV) is a company managerial

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framework used to achieve competitive advantage. In this modern generation, it is still relevant to use this theory in relation to education or knowledge which is a huge power along with technological advances because it can be easily controlled and who has access to opportunities and can easily develop. In practice, most individuals rely heavily on data, commercial and technological advances that are most valuable for everyday use (Kamaruddin et al., 2019). The role of education in facilitating the utilization of company strategic resources, the Resource Basic View theory has long been developed by Jay B. Barney (1991).

Resource Basic View (RBV) theory concentrates on human managerial resources and includes the company's internal resources to make it easier to identify various assets including capabilities and competencies that can provide superior competitive advantages. The Resource Basic View (RBV) theory can be used as an interdisciplinary approach from various resource-based scientific disciplines that can be developed in general business disciplines, such as economics, management, and several sciences related to this theory. Concentration on RBV theory reminds us of a company's internal resources as a tool for achieving competitive and sustainable advantage. One of the advantages of the RBV theory is that it can create resources that are unique, valuable, and rare and

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Implementing the RBV theory through educational training, skills and motivation can outperform competitors from various different scientific disciplines. Using the RBV theory it can be said that companies must create and develop unique and specific core competencies by doing new and different things. In line with the swiftlet rearing industry which requires various scientific disciplines as explained in the previous chapter regarding types of education such as formal education. Non-formal and informal (Astriyani, Astriyani, N.P., Sessu, A., & Yusuf, B.P. 2021). Entrepreneurs in the maintenance swallow bird industry need to understand that this business is a unique business, the entrepreneur must have skills in both internal and external management. Swiftlet rearing industry companies require unique resource management to achieve sustainable competitive advantage in line with technological developments and globalization.

Riska Gustiana, Taufik Hidayat & Achmad Fauzi (2022), in line with the RBV and SHRM theory, human resources are a very important asset for a company in supporting the achievement of company goals. It is a need and requirement for companies to improve capabilities and competencies through employee training and development. This was conveyed in Riska Gustina (2022), Kuruppu et al. (2021), the success of an organization really depends on its HR standards. According to Sihombing & Verawati (2020).

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In theory, RBV and SHRM can create unique resources, through education, motivation, training and skills in swallow industry companies, including training in assembling technological equipment that imitates the sound of real swallows (Rais Muammar, Irfan, Irfan & Gusti Eddy Wira Pratama 2022) continued Sholihin, (2020). Good maintenance of swallows, at business, Social Science and Technology Innovation conferences. Irfan et.al (2020), providing training services to the community to make or assemble swallow calls and other equipment needed for the management and maintenance of swallows independently is an advantage for maintaining the swallow industry business and being able to make improvements independently too. Entrepreneurs who have motivation and skills can improve and develop their businesses and improve business performance in a competitive and sustainable manner. (Zamahuri, 2019).

2.9 Policy factors as moderators

The regional government policy of Soppeng Regency, South Sulawesi as one of the research areas is based on information on 12 October 2021 at 15.50 PM via the Regional Government Information System - Appendix 1 APBD Appendix I: Soppeng Regent Regulation Number: 60 of 2021 Date: 10 December 2021 with code number 5.1.01.05.10.0013 Incentive Shopping for KDH/WKDH for Swallow Nest Tax Collection is only a

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total of 170,000/per year.

Soppeng Regency regional government policy still needs in-depth socialization and through an approach to entrepreneurs and the community because it could be said that this is proof of allowing socialization and openness regarding the collection of swallow's nest tax in Soppeng Regency. Looking at the results of observations, there are many swallow buildings, both new and long-standing, of course the results are very encouraging. One of the entrepreneurs in the swallow industry, who has been working for around 20 years, has been working with Arabs to get quite fantastic results, but researchers still maintain The company is confidential so that it does not ask for the harvest of swallow's nests in more detail, but it is very well known by the public on a daily basis and is called Mr. Bure. Until now, they still don't know for sure about the rules for levying the swallow's nest tax. They only got the information at a meeting on plans to collect on the bird's nest tax. Swifts are charged 10% of total sales. Until now there has been no clear outreach and realization to entrepreneurs in the swiftlet rearing industry in Soppeng Regency.

Looking at the phenomenon among entrepreneurs and the community in Soppeng Regency, South Sulawesi, this policy as a moderator in this research shows that it does not provide an increase in good relations between the role of education, training, motivation and

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skills to improve the performance of business entrepreneurs regarding government policies in Wajo Regency.

The regional government of Wajo Regency, South Sulawesi, one of the districts in South Sulawesi, has many industrial buildings for keeping swiftlets located in Tempe District and around Lake Tempe, the capital city of Sengkang. In accordance with district government regulations. Wajo Number 8 of 2011 concerning Swallow's Nest Tax which is known to the Wajo District DPRD and the Wajo Regent to have decided and established regional regulations regarding swallow's nest tax. The same thing has been explained in Chapter III Basics of Imposition and Tax Rates. More clearly, it is determined in article 5 (1), the basis for taxation of swallow's nests is the selling value of the swallow's nest. Continue to point (2), the selling value of swallow's nests as stated in paragraph (1) is calculated based on multiplying the general market price of swallow's nests that applies in the area and the volume of swallow's nests. Focus more on the provisions of article 6. The tax on swallow's nests is set at 10% (ten percent).

2.10 Gaps in Literature

The above literature provides evidence that further research is needed on the capacity of industry swallow bird maintenance by utilizing technology, swallow maintenance that can be supported by regions and

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small businesses to improve business performance. An interesting topic, especially in the maintenance of swallow bird, is to see the effect of education, training, skill, motivation, and policy to increase business performance in swallow bird industry, entrepreneurs to increase business results which are still very limited. More specifically, this research is a mixed methods research but one that has an important role in the swallow bird maintenance business is technology but is Notincluded in the quantitative research variable but is a support for running a Swallow birds maintenance business and some of it is explained in narrative form in qualitative research on the ability technology in swallow birds maintenance with its influence. Education, training, skills and motivation to improve business performance. There has been no research on the role of swallow bird maintenance in mediating skills and motivation to improve business performance.

The literature shows that economic development in South Sulawesi Indonesia has not enjoyed a level of technological capability equivalent to many developed countries in Asean and is developing high technology for the swallow bird maintenance farming industry with the technological knowledge and technical skills to develop high technology for the industrial revolution 4.0 in the future. Industry swallow bird maintenance business. It seems that there is still little research in Indonesia that examines the issue of resources and capabilities as proposed by competency theory and several other theories, especially the resource-based view (RBV) theory which links technological capabilities

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with swallow bird maintenance which can be combined with other businesses to improve business results. This research aims to conduct a comprehensive study that can fill the literature gap, especially in developing countries, with an empirical setting in the research field, especially in South Sulawesi, Indo

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CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the research methods in several sub-chapters, starting with the research approach, research location and time, research instruments, data collection procedures, data analysis, and ending with a summary. The research explains the research design chosen, namely mixed-method quantitative research followed by qualitative research, and how to use the results of the two studies. Location, time, and research instruments are described in general together in the same sub-chapter for the two research topics of mixed methods, quantitative and qualitative. (Tinoca, L., Piedade, J., Santos, S., Pedro, A., & Gomes, S.2022).(Tinoca, L., et al.2022), the two- stage procedure contains an explanation of the population and sample, procedures, and data collection methods, which are made in different sub chapters the two researchthemes. The data collection methodology in quantitative research emphasizes theprocess of distributing

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questionnaires, while in qualitative research it is explained using interview methods and case selection, methods of collecting supporting data, and analysis sub chapters explaining the use of statistics and SPSS analysis, such as basic assumptions regarding sample adequacy tests, normality, linearity, multicollinearity, heteroscedasticity validity and reliability, and the t test. Data analysis was also carried out separately between the two research themes, and the analysis used for each research theme was explained (Walton, Walton, J. B., Plano Clark, V. L., Foote, L. A., & Johnson, C. C. 2020).

(Al-Baidhani, 2022) this chapter describes the research methods in several sub- chapters, starting with the research approach, research location and time, research instruments, data collection procedures, data analysis, and ending with a summary. The research approach explains the research design chosen, namely mixed-method quantitative research followed by qualitative research, and how to use the results of the two studies. Location, time, and research instruments are described in general together in the same sub-chapter for the two research topics of mixed methods, quantitative and qualitative.

The two-stage procedure contains an explanation of the population and sample, procedures and data collection methods

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which are made in different sub-chapters between the two research themes. The data collection method in quantitative research emphasizes the process of distributing questionnaires, while in qualitative research it is explained using interviews methods and case selection, methods of collecting supporting data and analysis sub-chapters explaining the use of statistics, SPSS analysis such as basic assumptions regarding sample adequacy tests, normality, linearity, multicollinearity, heteroscedasticity validity and reliability, t test. Data analysis was also carried out separately between the two research themes and the analysis used for each research theme was explained.

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3.2 Research design

(G.B. Drăgan, et al. 2023) and (Hirose & Creswell, 2023), mixed methods designs can take different forms, such as convergent designs, explanatory sequential designs, This research was conducted using mixed methods. (Hadju, et.al, 2021) Research design is a procedure of collecting, analyzing, and mixing or combining quantitative and qualitative methods in a research or series of research to understand the problems in the research (Dawadi, Shrestha, & Giri, 2021) Discussion of types, challenges and criticism. (Creswell, J.W., & Plano Clark, V.L (2018). Haju, et.al (2021) & (Iskandar, Nehru, Cicyn Riantoni, 2021: 8).

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In line with Understanding Mixed Method Investigation according to Wallen (1966) in Ghazali Darusalam et al (2018:575), qualitative and quantitative research approaches are created at many stages of the research process (Samsu, 2021:161, and subsequent observations, (Fàbregues, S., Hong , Q.N., Escalante-Barrios, E.L.,Guetterman, T.C., Meneses, J., & Fetters, M.D. 2020). , SEP, Guetterman, TC & Jaglal, SB (2021)). In combined research, data is classified into two types, namely primary data and secondary data. Munce, S.E.P. (2020), supported by Aini Hassan (2001) in Ghazali Darusalam et al. (2018:506), and (Flor Angelie M. Tolondon, 2024).

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Mixed methods research design all choices regarding research methods must be based on ethical considerations, as the welfare of participants is of paramount importance. interviews, questionnaires, tests, observation methods, network analysis, and artifacts (Teddlie et al., 2021, p. 193). In mixed methods research to deepen research results from quantitative design, this research pays attention to research methods, approach strategies, sequential exploratory Mixed Method methodology, Sequential Explanatory, Convergent concurrent/parallel, experiments, or intervention trials, transformative and multi-stage.

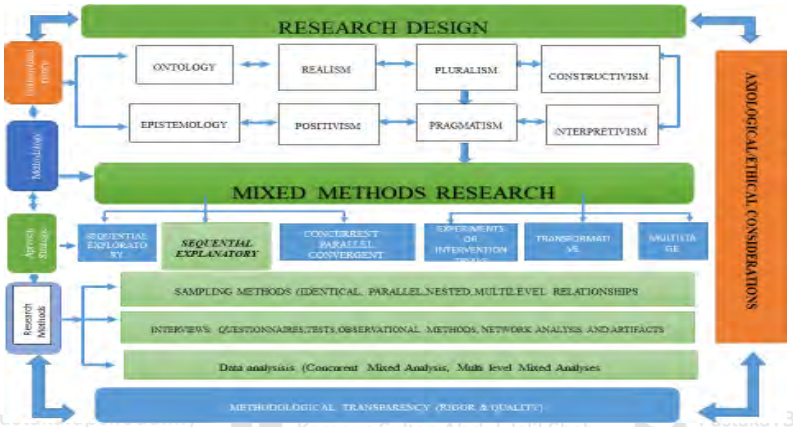
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Several mixed method design models developed in today's scientific advances, use designs or approaches according to the problem and research objective, one of which is mixed method design which can be seen in Patrick Ngulube 2022 as follows:

Figure. 3.2

a Mixed Methods Research



Patrick Ngulube (2022) in research approaches, although various types can be used according to the research objectives, in this research many use the Sequential Explanatory approach with mixed methods, in the first quantitative step then followed by the second qualitative step to deepen the quantitative research results.

The purpose of using this approach is to provide a good understanding of the problems and research questions, if carried out separately. According to Creswell, J.W., & Poth, C.N. (2018). Qualitative inquiry & research design. Explanatory sequential design of mixed methods research: (Toyon, M.A.S 2021) while

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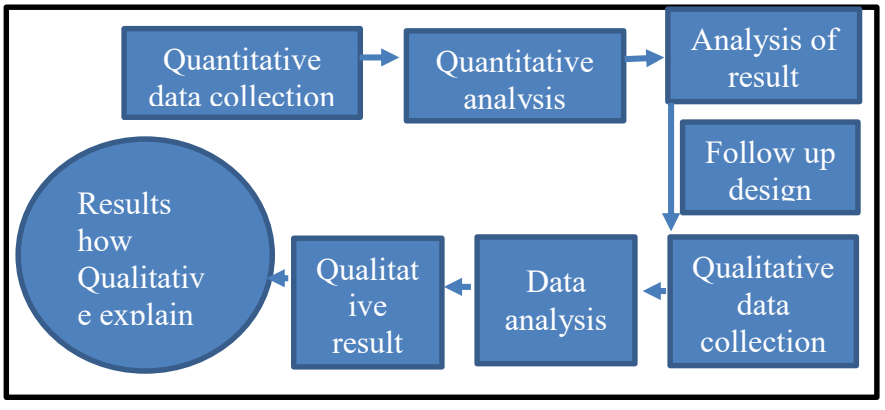
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according to Cresswell and Clark (2017), the purpose of using the combined method is to understand the problem statement. A clear and precise study using mixed quantitative and qualitative research aims to answer questions that cannot be answered in quantitative investigations (flor Angelie M. Tolondon, Gaudy C & Ortizo, 2024). Sequential Explanatory approach with mixed methods.

In the first quantitative step then followed by the second qualitative step to deepen the quantitative research results. Explanatory sequence design, Using this design is the use of two research methods, namely quantitative and qualitativesequentially and prioritizing quantitative and each method is carried out one by one in two different research stages at different times. This phase is also known as a two phase design according to (Creswell, 2018). The flow of this type of explanatory sequence design research can be seen in Figure 2 below:

Figure 3.2.

b. Explanatory sequential design



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(Adapted from: Creswell & Creswell, 2018) in Rian Vebrianto1 et al.(2020) the purpose of using this approach is to provide a good understanding of the problems and research questions, if carried out separately. According to Creswell, J.W., & Poth, C.N. (2018). Qualitative inquiry & research design. Explanatory sequential design of mixed methods research: (Toyon, M.A.S 2021) the purpose of combining quantitative and qualitative methods is to provide more stable support for information, while according to Cresswell and Clark (2017), the purpose of using the combined method is to understand the problem statement. A clear and precise study using mixed quantitative and qualitative research aims to answer questions that cannot be answered in quantitative investigations (flor Angelie M. Tolondon, Gaudy C & Ortizo, 2024).

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According to (Francesco Calza, Chiara Cannavale, & Iman Zohoorian Nadali 2020) and Sugiyono (2014), the mixed methods research method is a research method that combines quantitative methods with qualitative methods to be used together in a study so that the data obtained is more comprehensive, valid, reliable, and objective. Furthermore, it is explained that, according to the level of explanation, this research is included in causality research because this study was conducted to test hypotheses regarding the causality relationship between one or several variables and one or several other variables. According toF. Calza *et al.* (2020), mixed model research combines two approaches in all stages of the research process, while cultural values influence entrepreneurial behavior of nation J.M. Crick et al. (2020) describes mixed methods

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as a two-method research approach that combines or connects quantitative research methods and is explained narratively in qualitative research.

Research methods, according to Creswell, John W., and Clark Vicki (2017), and (Hirose & Creswell, 2023) are research designs based on assumptions as well as inquiry methods. This method assumes that in showing directions or providing instructions on how to collect and analyze data and combine quantitative and qualitative approachesthrough several phases of the research process. (Al-Baidhani, 2022) Mixed- methods research focuses on data collection and analysis and combines quantitative and qualitative data, both in single studies and series studies. (Drăgan et al., 2023, Lee et al., 2022, Santos et al., 2023), quantitative research uses formal, standard, and measuring instruments, while qualitative research uses researchers as instruments.

(Richter et al., 2020), and (Sukhov et al., 2023). Although this type of mixed methods makes it possible to compare results obtained through two or three types of methods, they are generally limited to a single database. For example, in their technology adoption model, the PLS-SEM model of Richter et al. (2020) showed an insignificant effect of ease of use on endogenous

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constructs, adoption intention, and technology use. Ease of use of technology as a construct is a necessary condition for these two outcomes (Richter et al., 2020).

When qualitative research is first used, it generally helps identify and design quantitative research conducted using SEM methods (Brown et al., 2021. When quantitative research is used first, it helps researchers complement quantitative results, Janakiraman et al., 2021) by answering research questions not covered in previous quantitative research. (Stathakopoulos et al., 2022). The understanding and explanation of the mixed method approach and the purpose of its use are basically very similar from one expert to another, it can be concluded that mixed methods research is research that combines qualitative and quantitative research approaches with the aim of obtaining more comprehensive, valid and accurate information and research results. The stages of data collection and analysis, this research is classified as an explanatory sequential design (Hair et al., 2022) and following quality. criteria (Hirose & Creswell, 2023), mixed methods designs can take different forms, such as convergent designs , explanatory sequential design, or intervention design (Creswell & Creswell, 2022).Creswell & Plano Clark, 2017). This research model with an explanatory sequential design is data collection that begins with quantitative data collection then

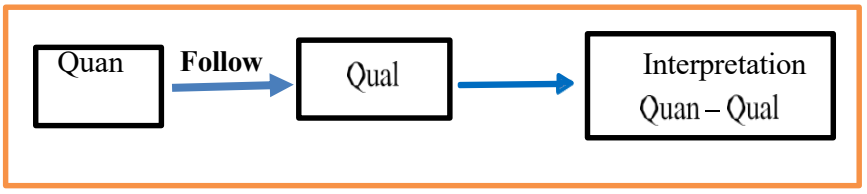
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continues with qualitative data collection to help analyze. The data obtained is quantitative, so the results of research with this design explain the general picture (generalization). Quantitative data collection and analysis, abbreviated as Quan, is carried out first, then the next stage continues with qualitative data collection, abbreviated as Quan -.Qual.

Figure 3.2.2

Explanatory mixed methods design



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(Creswell & Plano Clark 2017) and according to the followers of Lee et al. (2022) , a mixed method research on quantitative and qualitative relationships requires quantitative research that has been made previously and requires qualitative research to strengthen research data he PLS- SEM method (Guenther et al., 2023, Sarstedt et al., 2022, Sarstedt et al., 2022), This research on industrial maintenance of swiftlets is based on research objectives. Swallow's nest production is very limited from nature and world market demand has not been met, this research is relevant as a research object and uses mixed methods.This research analyzes the role of education, training, skills, and motivation, as

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well as the existence of local government policies and whether their role is to increase or weaken the performance results of swallow bird entrepreneurs. Swallow bird maintenance business activities are often found at research sites, but there are still several entrepreneurs who are not in accordance with the conditions of swallow habitat. There is no standard for the use of technology in general for swallow maintenance, and local government policies do not clearly regulate the 10% tax levy from the business results of swallow bird entrepreneurs. This research was conducted using mixed- methods research (Brown et al., 2021), fuzzy-set qualitative comparative analysis (Lee et al., 2022), or necessary condition analysis (Richter et al., 2020), in explaining a phenomenon. For instance, Lee et al. (2022), although data collection in the field was more quantitative. The use of qualitative research requires a more detailed and in-depth explanation to strengthen the results of quantitative research.

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3.3 Ethical Considerations

(Miller., Fiona Moore.,& Lorraine Eden 2024) and (Kolstoe & Pugh, 2023) basic concepts of research ethics and research integrity in the implementation of the research field, the researcher has asked for permission to carry out research from the regional government through the staff of local relevant agencies. The researcher has also

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asked for permission from respondents to be used as research samples in each region where this research was conducted. Researchers kept the names of respondents confidential according to the culture of each region where the research was sampled. In this study, the research method included International Business Ethics research as discussed in Delios, Welch, Nielsen, Aguinis, and Brewster (2023); Eden and Nielsen (2020); Eden, Nielsen, and Verbeke (2020) and Nielsen, Eden, and Verbeke (2020).

The research areas of the three regions have slightly different cultures and local language dialects for each region, but researchers still adhere to the values of integrity, honesty, and fairness. (S. Beugelsdijk, et al. 2020).The integrity of the researcher is attached to the characteristics of a researcher who seeks scientific truth. By upholding the social culture of each region and upholding honesty, the existence of researchers is recognized as that of responsible human beings. By upholding the values of justice, authority, and a sincere soul, researchers become upright and strong because they have high moral character. Researchers consider all of this important to maintain good relations between researchers and respondents, participants, and/or those who help research in the research area with the intention of achieving research objectives easily (S. Beugelsdijk, van Witteloostuijn, K. Meyer 2020) and (W. Creswell, 2017: 131).

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(A. Delios, 2023) Reconsider, overhaul, and reconceptualize research methodology in international business if it is not appropriate to the circumstances and conditions at the research site. Researchers refer to the rules that must be obeyed in each research location and follow the characteristics, criteria, and code of ethics, including maintaining the priority of swallow bird entrepreneurs in research sites as respondents, informants, and or participants, such as protecting participant rights, willingness to acknowledge participants, confidentiality of participant information, anonymity, or keeping confidential participant profile information, being honest in managing data analysis without changing information, respecting religion, culture, language, and so on (S.E. Kolstoe, J. Pugh, 2023) and (Darusalam, 2018: 460).

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3.4 Phase One Quantitative Method

(Ghanad, 2023), tage one the researcher conducted a quantitative analysis, namely, the researcher reviewed the literature according to the research variables studied. After that, the researchers contacted prospective swallow entrepreneur respondents and participants to send research questionnaires, and then the researchers collected data using a survey approach with questionnaires.

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(Yang Gu1, 2022) Data collection was carried out by distributing survey questionnaires to a sample of swallow bird maintenance entrepreneurs in three areas for research locations in South Sulawesi, Indonesia. Data collection is carried out in stages that have not been completed for a given reason for a maximum of one week. After the data was collected, the researchers analyzed the data from the distribution of questionnaires with quantitative data analysis. Researchers used the SEM program to process the data used to answer the problem formulation and test the research hypothesis AMOS. According to in (Hadju, et.al, 2021) in general, the differences between quantitative and qualitative research are divided into 3, namely:

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1. The basic differences can be seen in the following table: 34

a) **Table**

Differences Quantitative and Qualitative

Axiom difference	**Quantitative research**	**Qualitatitive research**
The Nature of Reality	Measuring facts Objective (concrete, measurable, observable, clarifyable)	Building reality social and meaning cultural, holistic, Dynamic, double
Researcher relations With those researched	Independent or not bound to build objectivity	Dependent,capable Interactive for get meaning
Connection Variables	Focuson variables- Causation (causal)	Focus on the process Interactive Reciprocal/interactive
Possibility Generalization	Tend build generalization	Transferability
The Role of Values Tends to value	Free (value free) not value free	Bound by values brought by researchers and data source

2. Differences in Research Process

The differences between quantitative research and qualitative research can also be seen from the research process. The research process in quantitative research is linear and qualitative research is circular.

3. There are differences between quantitative and research qualitative

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b) Table

Different Characteristics research Quantitative and Qaulitative

Characteristics	**Quantitative Research**	**Qualitative Research**
Design	Specific, detailed, Statistics	General, flexible, dynamic
Objective	Explaining the relationship between variables,testing theory, do generalization of the studied social phenomenon.	finding theory, describe more reality complex, nature interactive participant
Techniq ue Collecti on Data	Observatio n and interview structured	Observation, Deep interview, data triangulation
Instrument Study	Questionnaire, instrument which has been standardized	Researcher as instrument, notebook, tape recorder
Data Type	Numerical, statistical	Descriptive, Explorative
Size sample	Large, representative, determined from the start	Small, unrepresentative, aim
Data analysis	Deductive, after finishes gather data statistic test	Inductive, done continuously since then beginning to end research looking for patterns
Data analysis Researcher Relations wi th research subjects	Deductive, after it finishes gather data, statistical tests	Up close, personal, long term
When research is considered Finished	After all planned activities can be resolved	After nothing the data considered new/saturated

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3.4.1 Survey instrument development

This research was carried out from 2019 to 2021, starting from the preparation of the questionnaire to the data analysis. Data collection for quantitative research through questionnaires was distributed from January to February 2020. Until June 2020. Than, interviews with respondents for qualitative research started from June to May 2021, including interviews via telephone (video calls) during restrictions due to the COVID-19 pandemic. Overall data collection to support the completion after June 2021.The research was carried oin three regencies, namely Wajo, Soppeng, and Sidenreng Rappang Regency (SIDRAP), South Sulawesi Province, Indonesia. Data collection for qualitative research covered the coastal area of Tempe Lake in the three districts. The map of the research location is shown in Figure 3.4.1 as follows::

Figure: 3.4.1.

Image Map of research location



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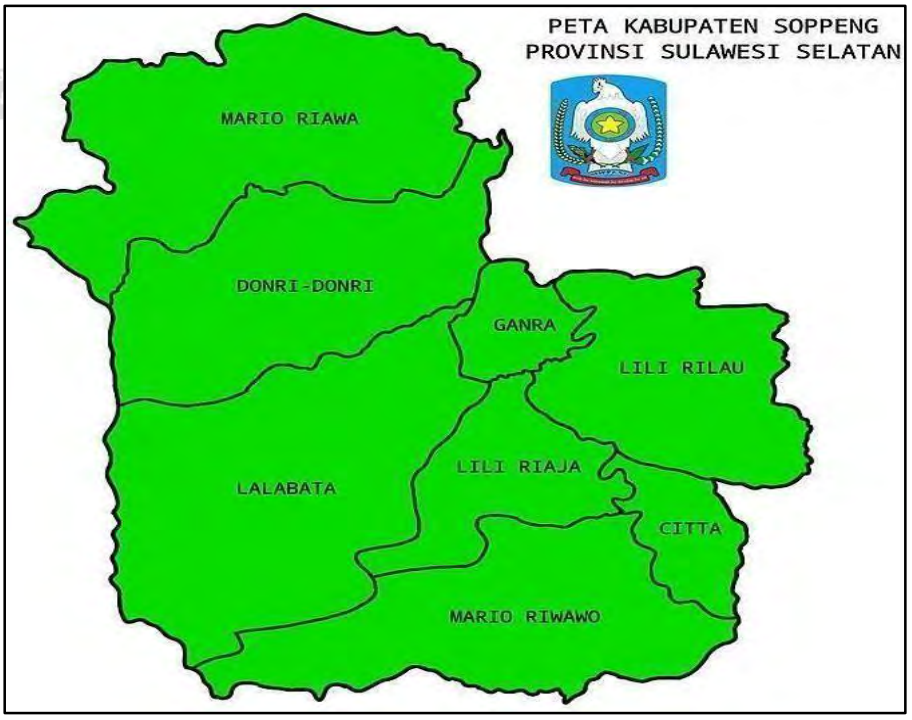
Spenger D., Kordel S., Weidinger T. (2023). Mapping places of encounter an integrative methodological approach to understanding social inclusion. The geography and topography of the three research areas provide a suitable description for being selected as a special research area for the swallow bird maintenance business, as follows:

1. Geography and topography of Soppeng Regency

We can see the geography and topography of Soppeng Regency as shown below:

Figure 3.4.1

a Geographically,Soppeng Regency is one of the regencies South Sulawesi



Soppeng regency, with its capital city Watansoppeng, is directly adjacent to Bone regency to the south, east to Wajo regency, and to the

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north it borders Sidenreng Rappang regency and the west of Barru regency. Soppeng regency is divided into 8 districts, namely Marioriwawo, Lalabata, Liliriaja, Ganra, Citta, Lilirilau, Donri-Donri, and Marioriawa districts, with the widest sub-district being Marioriawa district with an area of 320 km2. Geographically, Soppeng Regency is located at"4o6'00"– 4o32'00 South Latitude and 119o47'18–120o06'13 East Longitude, with an area of about 1,500 km2 and an altitude between 5 and 1,500 meters above sea level. Soppeng's temperature ranges from 18.4 to 34.7 degrees Celsius, with air pressure between 994.1 and 1032.3 millibars. In accordance with the geography and topography of Soppeng Regency in general, according to several respondents' answers, there is a lot of potential for swallow bird maintenance (by researcher 2023).

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The altitude of Soppeng Regency between 5 and 1,500 meters above sea level indicates several areas that have the potential to build a swallow bird business, although not all areas. There are many supporting factors, such as liking swamps, rivers, and lakes, such as in Mario Riawa sub-district to the east, precisely in Kaca Village, Limpomajang, and Salo Pokkoe, which is directly adjacent to Lake Tempe. There is potential for integration of swallow bird businesses with agricultural areas and fisheries businesses, which have a humidity of 80– 95% and a temperature of 26–29 °C (Hary K. Nugroho & Arif Budiman: 2011).

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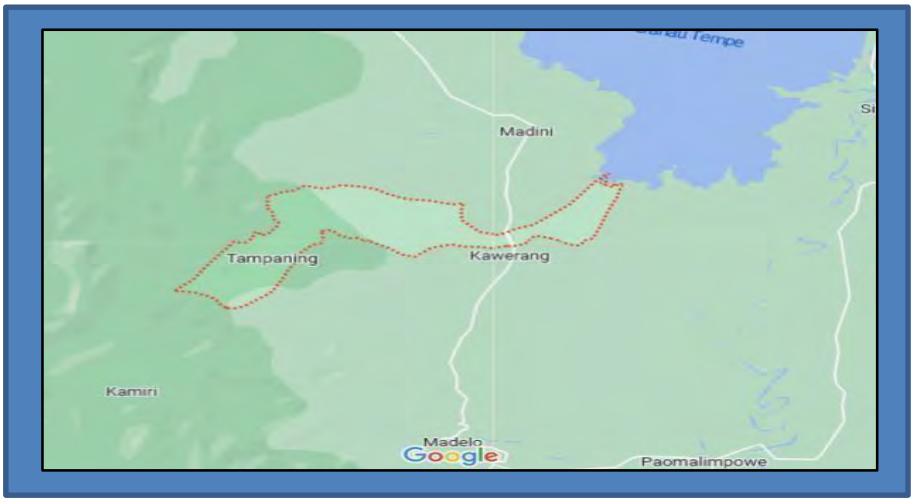
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In areas with an altitude of 1000 meters and above, there are mountainous areas and protected forests that have not been touched by agricultural land, such as in Lejja, where there are extensive protected forests and the potential availability of swallow birds maintenance food and free foraging, and around protected forests there are hot spring tourism spots that are maintained. The water source from the Lejja protected forest is used as an irrigation dam by the government to irrigate the agricultural areas of the people of Mario Riawa sub-district and its surroundings. Fertile agriculture and an environment that is protected from pollution can produce food. Mario Riawa sub- district and its surroundings the map of the Mario Riawa District area can be seen in the following figure:

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Figure 3.4.1.

b Map of Mario Riawa



Information : Source Google Photos, January 2022

Kel: Madining: Directly adjacent to Tempe Lake

Kawerang : An agricultural area of rice fields and river flow

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from Mount Tampaning: The mountainous area where the forest is still natural and famous for its gemstones.

In addition to swamp areas, rivers, and rice fields in Mario Riawa District as places to swallow food, it is also strongly supported by mountainous areas and protected forest tourist areas that have not been touched by humans, which provide a lot of potential for swallows as a place to find food. As a comparison, research in Soppeng Regency shows that this district was the first to breed swallows, but at first they were only assisted and taught by Arabs by only arranging residents' houses to become swallow buildings around 2003. At that time, there were only a few people who raised swallows because they didn't understand how to maintain them.

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Developments from time to time show that they already have knowledge, education, and experience in managing swallow bird maintenance, including their families, so it is easy to develop and create special buildings that are arranged professionally, use education, knowledge, and experience, and understand marketing. The selling price of swallow's nest products at that time, according to one respondent, was very expensive at that time, reaching up to Rp. 15 million rupiah per kg. The maintenance of swallows is also supported by agricultural areas that are still natural and quiet without any disturbance from noise or air pollution.Picture of the Swallow Building in Bellalao Hamlet, Soga

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Figure 3.4.1

c Foto Swallow Bird Industry Bellalao Hamlet



Foto 2021 by researcher Bellalao Hamlet, located in Soga Village, Mario Riwawo district, and Soppeng regency, South Sulawesi, Indonesia, is a small village inhabited by only a small part of the population, whose main occupation is cocoa farming and trading. Along with the development of the times, new businesses emerged around 20 years ago in 2003, according to information from respondents starting a business with only seriti birds whose nest prices were only around Rp. 200,000 per kg, and in 2004, the sales of ceriti bird's nest began to increase, reaching up to Rp. 500 thousand per kg. Starting from the community, there were people who joined in the construction, starting to increase their business by continuing to maintain their gardens and increasing their business by doing swallow bird maintenance.

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According to the initial respondent, in 2004, the regional head of Soppeng Regency directly inspected the sriti nest sites with a total of 1,000 nests and a price of Rp. 500,000 per kg. According to the statement of the respondent, the result was that he succeeded in dispatching his father-in-law's pilgrimage. After learning that the prices were getting better, many farmers previously only earned income from growing cocoa and coconut to meet their daily needs. Ten years later, it is estimated that in 2014, at first there were only seriti birds; in that year, white swallows began to develop with full saliva without mixing with palm fiber or grass or reeds. In 2014, he started harvesting native swallow bird nests, which cost IDR 15,000,000 (fifteen million rupiah) per kg, with a four-month harvest system or three harvests a year.

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The people of Belallalao Hamlet, whose livelihoods are mostly based in the garden and trading business to the market to fulfill their household life, the community began to increase their business in droves by swallow bird maintenance, which has a very potential location in the area. The community built a swallow bird maintennace business not far from the place where the entrepreneur had obtained good results in swallow bird maintennce. Building goals are closer to expectations so that it is easier to get results. The community is also trying to develop a business for maintenance swallow bird that live in the area. Apart from increasing income through maitenance swallow bird and also plantation businesses such as cocoa, pepper, coconut, corn and other

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fruits. The plantation area can also produce a source of food for swallow bird.

According to the respondent's information, around 2004, the Bellalao Village hamlet area was the first area visited by the regional head of Soppeng Regency to prove that it was true that this area was one of the first areas to successfully develop a swallow bird maintenance business. Around 2004, at first only one house was built to be used as a place to maintain swallow birds maintenance, but now the community is busy making swallow bird maintenance businesses so that they can reach almost hundreds in the area. Now it has turned into a center for swallow bird maintenance, but fate is not the same. Some people are building, some are getting less results, and also some are already getting good results.

According to information from respondents, with the increasingly advanced development of technology, it is not enough just for location; it is very influential as well as education, knowledge, and experience, and, more over, with the emergence of a lot of competition. It is necessary to use technological tools that can help to achieve a good result from the maintenance of swallow birds maintenance, such as making the sound of swallow colonies that were originally very influential on the swallow bird colony to provide an attraction to enter the building and to stay and develop, as well as the arrangement inside the building so that the

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swallows feel at home living inside and feel safe from disturbances both from noise and unrelated disturbances from the environment, such as environmental and air pollution.

2. Geography and topography of Sidenreng Rappang (Sidrap) Sidenreng Rappang Regency is located between 30°43' and 40°09' South Latitude and 119°041' and 120°010' East Longitude. According to researchers, it has potential for various businesses, especially swallow bird maintenance. Sidenreng Rappang Regency is located at an altitude of between 10 m and 3,000 m above sea level, with the highest peak being Mount Botto Tallu (3,086 masl). The topography and geography of this region vary greatly, with a flat area of 879.85 km2 (46.72%), a hilly area of 290.17 km2 (15.43%), and a mountainous area of 712.81 km2 (37.85%). Seeing the development of the swallow bird maintenance business in Sidrap Regency, it is starting to develop, and entrepreneurs are adapting to the topography and geography of this region as foto of google map 2023 figure 3.4.1:

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Figure 3.4.1

d Map of Tellu Limpo Panca Lautan



Remarks:: Tellu Limpo Panca Lautang Sidrap Regency South Sulwesi.

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3 Geography and topography of Wajo Regency

Wajo Regency consists of 14 districts, 48 sub-districts, and 142 villages. In 2017, Wajo Regency, with Sengkang as the capital, is located in the central part of South Sulawesi Province, at a distance of 242 km from Makassar. The capital of the South Sulawesi Province has an area of 2,506.19 km2, or 4.01% of the total area of the province. It is located between 3° 39' → 4° 16' South Latitude and 119° 53' → 120° 27' East Longitude, a distance of 242 km from Makassar as Googlr Map 2023.

Figure 3.4.1

e Map of Wajo Regency



Figure 3.4.1

f Map of Tempe Lake



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Tempe District, which is located in the city of Sengkang, has many swallow maintenance businesses, both old and new, that combine with other businesses. Photo of a Swallow Business and Building in Tempe District, Sengkang City, Wajo Regency, South Sulawesi, Indonesia .

Figure 3.4.1

g Swallow bird industry



Mixed method research; Instruments, valididty, Realibility, and reporting and many disciplines are finding Mixed Method Research attractive because of its power to provide multiple perspectives of reality in a single study, and also its ability to offer an explanatory, exploratory, embanded, and confirmatory understanding of a phenomenon in one study, by combining qualitative and quantitative Mattar, J., & Ramos, D. (2022) strategies accoding view of researcher in Ngulube, (2022) (Molina-Azorin & Fetters, 2016; Ngulube, 2013, 2020a, 2020b; Ngulube

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& Ngulube, 2015; Teddlie et al., 2021). Furthermore, Mixed Method Research has the potential to provide a relatively more comprehensivepicture than would be obtained from using a mono methodology (Ngulube, 2022).

Tools in this research is a questionnaire for quantitative research and a list of questions for qualitative research interviews, including semi-structured and structured. In addition, tools and other materials are used to facilitate and expedite the data collection process, including office stationery, smart phones, cameras, recorders, written documents, and other tools used during data collection in the field. The list of tools and materials used in this research is presented in Table 3.4.1.

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Table 3.4.1

a) Tools and materials used in research

No	Tools and Materials	Utility
1	Interview Guide	Guide to structured interviews in qualitative research case studies
2	List observation	Gathering information for research
3	voice recorder	Record sound (voice) during interviews with Respondents
4	Camera digital	Handphone and recording the research implementation process for documentation
5	Mobilphone	Communication with respondents, enumerators and sometimes, e, backup or change camera functions for documentation

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No	Tools and Materials	Utility
6	Sound files (mp3) caller, location test sound, call sound and stay overnight (sound of chicks) swallow	Determine what type of voice used the respondent in running his swallow business: Sound test location to observe the swallow population in the area. The calling sound aims to call the swallow population closer and enter the building. The sound in (swallow's child's voice) aims to lure the birds to stay and thrive in the swallow building.Determine what type of voice used.
7	Image files (photos) of indoor,buildings,sprayers and other equipment	Determine the type of indoor technology and operating system used by respondents in a swallow bird industry
8	Books, pens, pencils, markers, folder File Bundles, and others.	To write, bookmark and save documents
9	Hard disc eksternal dan Flash disc.	To write, book mark and save documents

(Ngulube P. Using Simple and Complex Mixed Methods Research Designs to Understand Research in Information Science, 2022) Research on Mixed Methods Research and Arikunto (2006) says that research instruments are facilities used by researchers in collecting data so that their work is easier and the results are better, so that they are easy to process. Psychological attributes are technically usually classified into cognitive attributes and non-cognitive attributes. The interview instrument is used in qualitative research because it can reveal information across time that is related to the past, present, and future. And the data generated from interviews is open, comprehensive, and unlimited, so they are able to form complete and comprehensive information in revealing qualitative research.

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All choices related to the research methods must be based on ethical considerations, because the well being of the participants is paramount. The matrix of data collection methods for Mixed Method Rresearch encompasses the following: interviews, questionnaires, tests, observational methods, network analysis, and artifacts (Teddlie et al., 2021, p. 193).The research instrument was written guidelines about the interview or observation, a list of ourselves prepared to get it called the guidelines information, instrument, observation, interview, questionnaire, and guidelines documentary.

Adjustment between data collection methods and the instrument used, (Dickerson, 2020) and Arianto (2010) also explained that the data collection instrument is a tool used to measure the data to be collected. This data collection instrument is basically inseparable from the data collection method. If the data collection method is a depth interview, the instrument is an interview guide. Open or unstructured. If the data collection method is observation, the instrument is an observation guide or an open, semi-structured, or unstructured observation guide. (Garcia, 2021) and Sugiyono 2016:137

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b) Table 3.4.1

Rationale for using Mixed Method Research

Classical justification (Bergman, 2018; Greene et al., 1989)	**Common MMR rationale (Creswell & Plano Clark, 2018, p. 8)**
Explanatory	A need explanatory quantitative result
Exploinatory	A need to investigate a problem from more than one perspective, to obtain more comprehensive and collaborated results A need to explore, before developing an instrument
	A need to explore, before developing an instrument
Complementarity	A need to explain quantitative results A need to enhance an experimental study with a qualitative method
Convergence	A need to describe and compare different types of cases

Source: Patrick Ngulube 2022.

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Mixed method research should not be used because it is fashionable to do so. The merits and demerits should be considered when selecting this methodology. The rationale should be clearly articulated, to achieve methodological transparency. Projects with a narrow focus, including confirmatory studies, are not candidates for mixed method research its approaches are time-consuming and require more resources than a mono method. Mixed Method Research should be used sparingly when a researcher is working alone, with limited expertise in quantitative or qualitative analytical matters (Creamer, 2018a; Creswell & Plano Clark, 2018) and Topor, F. S. (2021).

This study used an important instrument corresponding to the theme of research questionnaires for quantitative research, a structured

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interview guide for qualitative research, and observation and instrument list documents for dynamic. Use modeling study questionnaires, interviews, observations, and instructional documents in accordance with the method of data collection in each theme of this research is in accordance with the research objectives based on the opinions of several **(**Subiyanto, D., Khusniah, & Septyarini, E. (2022).**).**

The questionnaire is a list that contains a series of questions or statements about a problem or area to be studied (Granikova, 2020) and (Nurbuko et al., 2005), defines the questionnaire as a number of written questions that are used to obtain information from respondents in terms of reports about their personal lives or things they know. The questionnaire in this study uses a Likert scale, which is commonly used to measure attitudes, opinions, and perceptions of respondents Hall, R. (2020) Mixing methods in social research and (Sugiyono, 2013a: 134). Five (5) response options, including: (1) strongly disagree, two (2) disagree, three (3) neutral, four (4) agree, and five (5) strongly agree, were provided for this quiz.

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c) Table

Measurement Items

Tabel c Part 1

Business Performance Measurement Items

Code	Category	Item
BP 1		To administer a business properly requires adequate knowledge and skills
BP 2		Our efforts to complete legality require knowledge and skill
BP 3		Our business increased after being able to manage administration well
BP 4		Documentation of our business activities has increased after understanding the importance of archiving
BP 5		Our efforts to improve our business administration are increasing because my skills and motivation are increasing,
BP 6		Government policies regarding the swallow business greatly affect the completion of our business administration
BP 7		Some of the daily work in running our swallow business can be completed more quickly because we are more proficient in operating the equipment
BP 8		In the maintenance of very swiftletneededtechnical expertise for better results
BP 9		The skills acquired after the training are very helpful and facilitate the use and installation of equipment in buildings
BP 10		The use of technology is indispensable in efforts to accelerate and increase the production of the swallow business
BP 11		Our success in the swallow business is the result of improved skills and high motivation
BP 12		Various kinds of technology in the maintenance of swallows can be used because they have knowledge and skills
BP 13		The obstacles we experience in swallow maintenance can be overcome by attending special training
BP 14		Our enthusiasm for work has increased after learning of government policy support to develop the swallow business in our area.

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Code	Category	Item
BP 15		Operations and income from our business has increased after proficiently mastering the installation and use of several electronic aids in the walet building
BP 16		We continue to update new innovations in swallow birds maintenance maintenance technology after understanding, skilled at using and motivated to increase production
BP 17		Our swallow business capital continues to increase so that we can add more income
BP 18		We continue to try to get funding and business capital assistance through soft loans from several financial institutions
BP 19		Our business financial planning continues to be improved after knowing and attending business training
BP 20		The preparation of financial accounting can be improved thanks to the knowledge and skills acquired after the trainin
BP 21		To manage our business finances, we are happy to try to reduce unnecessary costs so that the use of funds is more efficient
BP 22		Some of the costs for using technology can be reduced by modifying some of the equipment but it takes a lot of knowledge and skill to do so
BP 23		Our motivation is increasing to overcome our business financial problems after knowing that the government will facilitate and facilitate swallow businesses in obtaining loans and financial assistance
BP 24		Efforts to expand our business production sales market continue to be improved by continuing to increase links and market access both locally and abroad
BP 25		The main obstacle in marketing our swallow's nest production is the lack of access and information regarding the trade system of swallow's nest at the exporter level
BP 26		The low price stability is believed to be resolved if there is a government policy in regulating the swallow birds maintenance nest trade system
BP 27		Government policies to develop SMEs that use swallow nests as a basic material can increase the price of the swallow nests produced
BP 28		After studying and mastering the swallow business, we are very motivated to add to our business units by expanding buildings or constructing elsewhere
BP 29		We strive to continue to develop technology systems and swallow care after our skills and experience have increased

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Code	Category	Item
BP 30		The swallow business develops faster if it is managed professionally using a skilled workforce
BP 31		Government policies in Taberegulation and other business developments that are integrated with the walet business greatly influence the development of the walet business in the future
BP 32		Swallow birds maintenance maintenance business development will be faster if it is supported by mastery of technology and high work motivation

Table c Part 2

Education Measurement Items

Code	Category	Items
ED 1		The formal education that has been followed is useful in running a swallow business
		The length of formal education that has been followed affects our ability to run the swallow business
ED 3		Knowledge from our formal education is influential in understanding the material when participating in training
ED 4		The subject matter in formal education schools is very useful and helpful in implementing business administration
ED 5		Non-formal education such as certain field courses greatly influences our mindset, insight and motivation to do business
ED 6		Certain field courses such as computers, entrepreneurship and mechanics really help our work in running the swallow business
ED 7		To properly run some electronic equipment in the swallow business, special electronics courses are needed
ED 8		Several types of courses and duration followed in certain fields to improve our skills in operating equipment and running a swallow business
ED 9		The course material that is followed will improve our skills if it is specific and focuses on the swallow business
ED 10		The method of presenting course material has a strong influence on the ability to understand and apply the content of the material
ED 11		Education in certain majors such as engineering, business and electronics is very useful and necessary to run a swallow business

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Code	Category	Item
ED 12		Required specifications and educational standards both formal and non-formal to manage the swallow business in a professional manner
ED 13		Some of the tools used in swallow buildings such as sound systems and aeration require certain educational specifications to install, assemble and run properly
ED 14		Alumni from quality schools have better understanding and skills in managing the swallow business when compared to graduates of lower quality schools
ED 15		The potential to improve skills and motivation is higher the higher the quality of education attended
ED 16		The level of education and the quality of the institution where we study have an effect on improving our skills and increasing our motivation to work in managing the wallet business

Table c Part 3

Training Measurement Items

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Code	Category	Items
TG 1		The more often we attend training, the higher and more varied the skills we have
TG 2		We have often attended training in various fields
TG 3		The frequencyof participating in training affects our knowledge, motivation and ability to work
TG 4		To further improve skills in using several tools in the swallow business, more frequent training is needed
TG 5		The length of time in participating in the training is related to the level of understanding and mastery of the training content being attended
TG 6		The presentation, implementation and evaluation methods used by the organizers affect our success in understanding the material
TG 7		If the training is carried out to improve the skills of the participants then the method with demonstrations, direct practice and independent training will give better results
TG 8		The training method which is very formal and boring causes the training participants to not understand the content of the material well

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Code	Category	Item
TG 9		Tools such as audiovisual really help us to understand quickly and easily understand so that our skills can quickly improve
TG 10		The training materials which are arranged in a systematic and concise manner make it easier for us to understand
TG 11		Material that is up to date and in accordance with the needs of participants makes it attractive and attention making it easier to understand
TG 12		Training material that is too broad and does not thoroughly discuss a topic causes participants to not get much skill improvement.
TG 13		Training materials that are too sophisticated with high academic language can cause participants to fail to understand the training content properly
TG 14		Training should be carried out byinstitutions that are credible and well versed in the field being trained
TG 15		Institutions that carry out training should have standardization and certification according to their fields
TG 16		Implementation of training for multidisciplinary fields should be carried out through collaboration between institutions so that participants can understand comprehensively the fields being trained
TG 17		We will be greatly assisted if a special institute is established for training for the wallet business
TG 18		To improve the skills and motivation of swallow businessmen, special training on the swallow business is needed
TG 19		Our skills can quickly increase if the training is carried out by only focusing on certain areas such as sound systems, aeration, building interiors, harvesting and processing of swallow nest products
TG 20		Special training for the swallow business is very helpful if it is planned properly on a regular basis and organized by the government

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Table c Part 4

Skill Measurement Item

Code	Category	Items
SK 1		We have knowledge related to the education that we have so we think that the basic skills to manage the swallow business are sufficient
SK 2		To improve the basic skills that we have, we can do this by attending special training in the swallow business
SK 3		Some basic skills such as administrative skills, installation of several electronic devices in building interiors and building maintenance are needed in managing the swallow business
SK 4		Along with technological developments, the basic skills we have need to be improved so that our business performance can be improved
SK 5		We already have technical skills in installing various equipment in swallow buildings both interior and exterior
SK 6		We have been able to properly install electronic equipment such as sound systems and aeration
SK 7		We have been able to modify and create our own such as electronic equipment such as sound systems and aeration
SK 8		We can overcome all technical obstacles in the walet business without using the services and assistance of experts
SK 9		We really need special training to improve our skills and mastery of the technology used in the wallet business
SK 10		Improving skills and mastering new technological innovations play a very important role and help improve our business performance
SK 11		Increasing our skills along with increasing experience in the walet business motivates us to master the walet business easily
SK 12		Government policy in the form of support and facilitation to develop other businesses in an integrated manner with swallow encourages to improve skills more professionally
SK 13		We have the ability to manage our swallow business well with a background in education and training that we have attended
SK 14		To expedite our activities in the swallow business, we require non-technical managerial skills, such as market development and product marketing
SK 15		Managerial skills in the swallow business are needed to expand access, cooperation and business partners so that business performance can be further improved.

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Tabel c Part 5

Motivation Measurement Items

Code	Category	Items
MN 1		Our competence in the swallow business today is inseparable from the educational background, training and skills that have been obtained since pursuing this business.
MN 2		
MN 3		Competence must be continuously improved in line with the changing times so that they can survive and excel in business
		We always strive to develop competence by continuously upgrading knowledge and skills independently
MN 4		We use all active information media to seek and study the latest technology in the walet business
MN 5		Competence is the main capital that must be possessed and determines performance and success in the swallow business
MN 6		To motivate and make the most of our competencies, government policies are needed in an effort to develop other businesses that are integrated with the swallow bird maintenance
MN 7		At work we are always driven to continue to improve our work ethic
MN 8		We always try to work professionally and responsibly to complete all jobs with maximum results
MN 9		Periodically we continue to evaluate our ability to work by setting targets that are better than the previous period
MN 10		The quality and quantity of our work is continuously improved so that our business can succeed faster
MN 11		Every problem and obstacle faced is used as a lesson and continues to try to find solutions to solve it
MN 12		In running the swallow business, we always motivate ourselves by holding the principle that trying to always work better than before will produce results in the future
MN 13		One of our motivations in running the swallow business is that we are sure we can get a decent income
MN 14		It is hoped that the income that can be obtained from the walet business will increase from time to time so that one day we can generate income that is greater than what we need.
MN 15		Apart from having a job, our motivation to be the backbone of the family in meeting needs can be achieved through the wallet business
MN 16		When compared to other jobs, the income from the swallow business after reaching a certain period of time is higher
MN 17		We believe that if government policies support the development of other businesses integrated with swallows, the increase in income can be achieved more quickly

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Code	Category	Item
MN 18		After experiencing and knowing a lot with sufficient competence in the swallow business, we are motivated to invite close family to run the same business
MN 19		We are not ashamed and insecure about pioneering the swallow business in our area because we think that the swallow business is one of the future businesses with high income and class.
MN 20		I am increasingly motivated to spearhead the development of the swallow business because there are quite a lot of resources around our environment and can be adapted to the abilities we have when we first start.
MN 21		The impetus to initiate the swallow business is based on the hope that there will be government policy support related to the swallow business in the future
MN 22		We aspire to become a successful swallow businessman several years later because our skills and competencies are the basic capital to achieve that dream
MN 23		We plan well that one day we will not only become swallow breeders but develop into exporters of wallet nests
MN 24		As social beings, we are driven to be people who contribute to building and improving the regional economy through the swallow business

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Table c Part 6

Policy Measurement Items

Code	Category	Items
PL 1		Government regulations governing business in our region are still very rare
PL 2		We really hope that there will be regional regulations that regulate and support the swallow business, especially regarding institutional permits, capital, technology development and marketing
PL 3		Because the swallow business has the opportunity to be integrated with other businesses, in issuing regulatory policies the government should involve all institutions and stakeholders to avoid conflicts of interest between sectors.
PL 4		We really support the discourse to develop an integrated business between swallow-agriculture-SMEs on the shores of Lake Tempe
PL 5		We consider that the local government's efforts to develop agriculture and ecotourism businesses on the shores of Lake Tempe are still minimal
PL 6		The economic potential of agriculture and ecotourism in Lake Tempe is enormous if managed properly through local government policies and facilitation

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Code	Category	Items
PL 7		We really hope that there will be government policies that can integrate the swallow business and agriculture/ecotourism because they support each other
PL 8		If there are more agricultural areas, it will have a positive impact on the swallow business because it provides a wider area for foraging
PL 9		Swallow nest production can be utilized and processed as culinary ingredients and special souvenirs so that it can attract more visitors and the nest price can be higher
PL10		According to our assessment, the number and development of SME business units in this region are still low and still have the potential to be developed
PL 11		The government's initiative is highly expected in encouraging the development of SMEs on the shores of Lake Tempe so that people's income and the regional economy can be increased
PL 12		Local government policies and support related to SME development are very important and can increase community business motivation and reduce unemployment
PL 13		When SMEs develop well with local government policies, the price of swallow's nest can increase if the UKM is engaged in a field that utilizes swallow's nest as a product.
PL 14		We consider that government policies and support in improving technology and providing business capital for the swallow business are still low
PL 15		We hope that the government will adopt a policy by establishing a special institution for assembling and modifying low-cost technology for the swallow business
PL 16		Local governments should issue special policies relating to financial and technological assistance to stimulate the growth of a new swallow industry
PL 17		We are even more motivated to increase production if the local government issues a policy to develop swallow nest processing technology for certain processed products
PL 18		We really hope that the active role of the regional government in organizing special courses or training regarding the main swallow business in mastering technology can overcome the obstacles experienced
PL 19		Government policy in increasing market access for us in the swallow business is still low
PL 20		The government's role in controlling the price of swallow's nest is still very minimal, so special policies are needed regarding this matter
PL 21		We really hope that in the future the government will issue a policy that regulates the trade system of swallow nests that protects the interests of swallow birds maintenance keepers
PL 22		Government policies by encouraging the growth of SMEs and the processing industry can help to increase access to the domestic market
PL 23		Local governments are expected to play an active role in assisting swallow businessmen in marketing and price stabilization

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The explanation of each variable measurement items in the table c is as follow:

i) Education

As discussed in Chapter 2, Education is something that is universal and Continues uninterruptedly from generation to generation anywhere in the world. Efforts to humanize humans through education are carried out in accordance with the outlook on life and social background of certain communities (Mertens, 2022). Just as in starting an educational enterprise, education is one of the important factors, and this education is general in nature and specifically related to a certain business. (Ngulube P. The movement of mixed methods research and the role of information science professionals, (2020a).), education or knowledge in businesses has been seen as one of the critical factors toward the success of small firms (Ngulube P., (2020b). Mixed methods research in knowledge management studies (2009– 2014): A content analysis of journal articles, education is also a factor in success, and entrepreneurs should continue their educational journey.

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ii) Training

(Teddlie, 2021). Although training has been the focus of considerable conceptual and empirical attention in the business literature, the process of transforming training into improved business performance remains unstudied. Training has an important role in doing business, especially in the swallow bird maintenance industry, business that is integrated with agriculture and SMEs (Anwar, 2021). According to (Nur Shafini Mohd Said1*, 2022) Training is an effort to improve the technical, theoretical, conceptual, and moral abilities, as further explained by (Burhan et al.,2021), in Nur Shafini Mohd et al.(2022). The purpose of the training is to determine the magnitude of the influence of training and motivation on entrepreneurial performance (Anwar & Abdullah, 2021).

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iii) Skill

There is also evidence that the acquisition of skills during employment can benefit individuals. Several studies have shown that improving basic skills in adulthood can improve Onwuegbuzie, A. J., & Johnson, R. R. (2021). They also found that higher skill levels support innovation and more sophisticated production processes and are associated with the production of higher-quality products. The business of swallow bird maintenance also really requires the skills of entrepreneurs, especially in making buildings and lay outs that are suitable for swallow bird colonies and installing the right audio system (Budiman 2019:33). Currently, entrepreneurs are competing to use technological tools to make it easier for swallow colonies to enter buildings to live, settle, nest, and develop.Based on observations and interviews in the research area, entrepreneurs are competing to use and increase creativity and innovation, especially in the field of technology, to carry out building and spatial planning, according to swallow colonies. One of the reasons for the importance of swallow bird maintenance is that businesses must have skills to increase their business performance. Sengkang is the capital city of Wajo Regency and the most bustling trading center after Makassar, Pare Pre, and Sengkang, to be precise in Tempe District, which is located west of Sengkang City and directly adjacent to Lake Tempe. Business owners from various businesses also make swallow farms in the shop, while the Tempe District location is as shown below:

iv) Motivation

Tamrin, A.P. (2021). A family business is a business governed and/or managed with the intention to shape and pursue the vision of the business held by a dominant coalition controlled by members of the

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same family or a small number of families in a manner that is potentially sustainable across generations of the family or families (Wau, 2021). While precise definitions of family businesses are debated, most focus on kinship ties between family members who own and run a venture (Heck & Trent, 1999; Rogoff & Heck, 2003; Wortman, 1994). There are many swallow bird maintenance workers motivated to build swallow houses or buildings in various regions because the prices are very expensive, they can support income for daily needs, and they help the community's economy (Budiman, 2019). Motivation is not enough; it must be supported by education, knowledge, training, and skills. They must always learn to adjust their living conditions in accordance with their habitat and swallow bird colony. In addition, there are other factors that influence entrepreneurial motivation, such as choosing a suitable location and having prospects that are in accordance with swallow colonies (Vebriansyah, 2017: 5).

v) Business Performance

Business performance is the end result of an individual's or group's efforts in an endeavor that is in keeping with what has been decided. Performance is defined as the comparing of work outputs with predetermined criteria and Sadiq, M. A., Gunawan, A. I., Sosianika, A., (2022). Performance is the outcome of work that is completed by someone in carrying out duties in accordance with the responsibilities assigned, both in terms of quantity and quality.Performance, according to (Subiyanto, 2022), essentially refers to what employees do or don't do. Basically, business performance does not only meet material human needs but also non-material ones such as satisfaction and pride. He continued (Wijaya, 2022) The Role of Job

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Satisfaction, Work-life Balance on the Job Performance (Ahakwa, 2021) and (Gino E. 2018).

vi) Policy

According to information from metrodjournalist.com The Soppeng Regency Regional Finance and Revenue Management Agency (BPKPD) collaborates with the Soppeng Regency Public Service to hold a socialization of swallow's nest taxes in the pattern room of the Regent's office on November 21, 2019. Then Soppeng Regency government's policy has not yet focused on helping develop maintenance businesses, but the government is very supportive of business activities such as raising swallows, which can increase regional income (Arinaung.,2021).

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The researcher was very careful in opening questions related to local government policies in each area where the research was located. Researchers approached swallow entrepreneurs by giving them a questionnaire while also observing their' responses regarding the treatment of local government policies, especially axes. Remembering that the tasks and objectives of this research have been achieved, it is very necessary for participants to be able to provide explanations, help other respondents get answers or data needed by researchers, and be able to answer the items provided Jingga, R.P.,Swallow's nest entrepreneur complains about export barriers to KSP. All of the above items require survey participants to provide answers using a Likert scale starting from 1:strongly disagree with the statement, tick 1, you do not agree, tick 2, doubtful, tick 3, if you agree, tick 4, and if you strongly agree, tick 5. Min value is a five-point Likert scale divided into five points according to the relevant points of very

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low, low, modest, high, and very high. This five-point Likert scale can be seen in various sources (Haniyah, 2021)**.** Principle's Sense of Efficacy: Assessing a Promising Construct. Ikhsan, M. (2019). Using a five-point Likert scale makes it easier and more practical for respondents to choose and determine the attitudes, opinions, and perceptions of a person or group of social phenomena Muhammad, I. (2020).

There are five Likert scale response categories used in this research, which can be seen in table 3.4.3 below. This scale starts from assessment from left to right, from the left end to the smallest value, and can be said to be extreme, meaning strongly disagree; the right most group means most agree; the number two means disagree, followed by the number three meaning neutral, while the number four means agree (Darusalam, 2018:98).

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d) Table 3.4.1

Response categories on five point Likert scale

Very strong Strongly disagree	**Strong Disagree**	**Neutral**	**Strong Agree**	**Very strong StronglyAgree**
1	2	3	4	5
VSD	SD	Ne	SA	VSA

3.4.2 Pilot Study

(Antony, 2020) Review of theory and literature, in order to prepare for larger investigations, pilot studies are tiny studies that test research procedures, data collection tools, sample recruitment strategies, and research techniques. They can also be used to discover possible study problems. Additionally

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because each location has a slightly different geography and dialect, they can watch respondents while distributing draft questionnaires and requesting permission to take part in the pilot project. Some participating swallow entrepreneurs may even accompany them (Curado, 2021).

The situation at the time of the study, often time restrictions were imposed by the government and it was forbidden to enter the area during the COVID-19 disease, the impact was not only on the research location but also hit Indonesia and almost the entire world at that time. Therefore they ran out of time to distribute all 340 questionnaires, so some were sent via social media. After the respondents responded, the survey was forwarded to the participants for the second time in about four weeks. (Din,2021).The preparation of questionnaires and interview guidelines was carried out following a process and stages that referred to recommendations from various experts. Produce a valid and reliable questionnaire.

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The procedure for making a questionnaire begins with formulating the problem, identifying variables, and determining indicators, which at this stage requires a lot of literature study. After the indicators for each variable are determined, question items are created for all indicators. The preparation of the items involves several experts according to their fields of expertise. After the questionnaire was corrected and validated by experts, a where the research was conducted (Dudic, 2020) Dudic, Z., Dudic, B., Gregus, M., Novackova, D., & Djakovic, I. (2020).

(Taherdoost, 2022) How to conduct an effective interview a guide to interview design in research study. The making of questionnaires and interview guidelines was carried out following the process and stages that

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referred to the recommendations of various experts. Produce a valid and reliable questionnaire. The procedure for making the questionnaire begins with formulating the problem, identifying variables, and determining indicators, which at this stage requires a lot of literature studies. After the indicators for each variable are determined, question items are made for all indicators. The preparation of the question items involved several experts according to their fields of expertise. After the questionnaire was corrected and validated by the expert, a preliminary test was conducted to test the instrument.

(Sefrianto1, 2020) and (Taherdoost, 2022) The instrument validity test was carried out by distributing questionnaires to 100 respondents. The results were then tested for reliability and validity following the method used with SPSS 22.0 software. The criteria for determining reliability refer to the value of Cronbach alpha, and validity refers to the value of the Pearson correlation coefficient. After the reliability and validity test was carried out, the test results showed that the item was invalid and not reliable. The question item was dropped because, basically, it was represented by the following items. Other items include the results of the reliability and validity tests of the instrument. (Houn shell, 2022), Instrument validity is defined as the extent to which the instrument records or measures what is intended to be recorded or measured. Meanwhile, instrument reliability refers to the consistency of data recording (measurement) results if the instrument is used by the same person or group of people at different times, or if the instrument is used by different people or groups of people at the same time or at different times. (Jolović, 2020) Define data as the kinds of information researchers obtain on the subjects of their research.

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Beets MW, Weaver RG, Ioannidis JPA, et al.(2020) and (Beets MW, 2022). The quantitate research data, including numbers, events, or rough facts that are processed according to the need for researchers to get information from the samples taken by researchers. (Primadi Candra Susanto, 2024)**,** continued by Thabroni. Gamal. (2021), the data collected and compiled to provide a typical picture according to the research problem, then use the types of statistics according to the research objectives, data collection can affect the types of statistics used in analyzing the data collected in quantitative research (Hardani, 2020), Heryana, A. (2020). Hidayatullah, M.S., M, & Shadiqi, M.A. (2020). Jusmiana, A. (2020). (Sürücü, 2020

3.4.3 Population and Sample

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(Dalowar Hossan, Zuraina Dato' Mansor & Nor Siah Jaharuddin, 2023). Populationsand samples are defined variously by various experts. The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions from stated that population refers to the whole group of people, events, (Nurhafizah Ahmad 1, 2023).

(Ritella, G., Rajala, A., & Renshaw, P. 2020) says that the population is the whole of the variables concerning the problem under study. Andrade,

C. (2020). Jilcha Sileyew, K. (2020). Explains that the population is an object—all members of a group of people, organizations, or groups that have been clearly defined by the researcher. Lee, V., & Landers, R. N. (2022), the population is the entire data set that is the center of attention

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for a researcher within a predetermined scope and time. Population is related to data; if a human provides data, the size or number of the population will be the same as the number of humans. (Sukendra, 2020), the population is a group of individuals with qualities and characters that have been determined by the researcher. These characteristics and qualities are called variables. He divides the population into two groups, namely finite and infinite populations. (Dalowar Hossan, 2023) means that the population is the entire object of research. If someone wants to examine all the elements in the research area, then the research is a population study, population study, Lehdonvirta V, Oksanen A, Räsänen P, et al.(2020).

Vionalita, G. (2020), population is all data that is of concern to researchers with in a predetermined scope and time. Widhiarso, W. (2022) explains that the population is the totality of all possible values, results that are calculated or measured, quantitative or qualitative, about certain characteristics of all members of a complete and clear set who want to study its properties. (Sukmawati1, 2023), the population is a group or collection of objects that will be generalized from the results of the study. (Sugiyono, 2019), the population is a group of people, animals, plants, or objects that have certain characteristics to be studied. The population will be the area of generalization for the conclusions of the research. (Amin1, et al., 2023), the population is a collection of events in which you are interested. According to Hidayatullah, M.S., M, & Shadiqi, M.A. (2020), the population is a collection of subjects, variables, concepts, or phenomena. We can examine each member of the population to determine the nature of the population in question.

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The sample is part of or representative of the population being studied. Alwi, S., Salleh, M., Alpandi, R.M., Ya'acob, F.F., Abdullah, S.M.M. (2021). The sample is part of the population that can be reached and has the same characteristics as the population that was sampled. Anugrah, F.T. (2020). (Andri Tresna Gumilar*, 2022) added sample determination; this must be adjusted to the sample size that will be used as the actual data source by taking into account the nature and distribution of the population so that the sample obtained can represent the population (representative). Taherdoost H. (2020) and Sugiyono (2016), the sample is part of the number and characteristics possessed by a population. Sample measurement is done through statistics, the size of the sample taken in carrying out research on an object Rahman MM, et al. (2022) & Rahman MM. (2023).

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Tanjung, A.R., Simanjorang, E.F.S., Prayoga, Y., and Limbong, C.H. (2021). Regarding the sample, it is necessary to pay attention to how much the sample is taken because it is related to the accuracy of the research results. The sampling method in this research is purposive sampling based on the criteria that have been determined by the researcher (Adam, 2022). In determining the sample, the researcher uses non-probability sampling because it does not provide the same opportunity for each member of the population to be sampled Siahaan, K.H.M., and Raymond, R. (2020). The main criterion taken into consideration in selecting the sample in this study is its distance from the shores of Tempe Lake. The selected sample is focused on maintenance swallow bird maintenance close enough.

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The population in this study was taken from the owners of swallow bird maintenance businesses around the shores of Tempe Lake, which are spread over three regions, namely Soppeng, Wajo, and Sidrap Regencies, in the South Sulawesi Province of Indonesia. The number of swallow birds maintenance entrepreneurs cannot be known with certainty because they have not been completely recorded at the relevant offices, but it is estimated to reach more than 1500 units, assuming that the average in each district is not less than 500 businesses per unit. The number of respondents to the research questionnaire was 340 swallow business owners who answered the questionnaire.

Researchers used the Slovin formula to determine the number of samples with the following formula:

$$n = \frac{N}{1+Ne^2}$$

$$n \frac{340}{1+340.0.05^2}$$

$$\frac{340}{1+340.0.0.0025}$$

$$n = \frac{340}{1.85} = 183.78 \text{ rounded up to } 184.$$

The number of samples used in this study amounted to 184 respondents who were taken to be used in random sampling and were entrepreneurs or owners of swallow bird maintenance businesses.

3.4.4 Data Collection

Primary data collection techniques can be done in three ways: interviews, questionnaires, and observations (Busetto, 2020). This study uses the

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technique of distributing questionnaires directly to respondents through personally administered questionnaires. The questionnaire used as a data collection instrument contains statement items that were developed to measure the variables studied Califf, C. B., Sarker, S., & Sarker, S. (2020).

Questionnaire distribution techniques were carried out using the services of enumerators from indigenous peoples at the research location. The reason for using enumerators from the surrounding community is because some swallow business owners are not fluent in Indonesian language, sometimes mixed with the local language (Baburajan, 2022), namely Bugis. The language used at the research site is Indonesian, and the local language is Bugis. The language used in the three research areas is Bugis, and although there are slight differences in dialect and meaning between the three regions, the researchers understand the meaning quite well. If there are several dialects with different meanings, enumerators from local residents who understand the meaning will explain it, so a special explanation is needed in the local language about the contents of the questionnaire (Boyd, 2020). Before beginning field research, a form of explanation regarding the objective of the research and the contents of the questions and statements in the questionnaire is delivered.

Baburajan, V., e Silva, J. D. A., & Pereira, F. C. (2020). In distributing the research questionnaire, first ask the respondent's permission and approval for their willingness to become a respondent, and then provide simple, honest answers according to the questions. In the process of introduction and initial communication with the respondent, the purpose of the research was introduced, as were the questions to be asked

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in the questionnaire, and the researcher assured the respondent that this research was legal by showing the permissions and identity of the researcher. In principle, at this introductory stage, the respondent is endeavoring to feel confident, not under pressure, and that providing information does not pose a risk to his business, social life, or family. Thus, respondents are expected to provide honest, complete, and valid answers.

The next process, after the respondent understands the purpose and importance of the information from the questionnaire that is filled out later, proceeds with a discussion between the researcher and the enumerator with the respondent regarding the technical and content of the questionnaire to ensure that the respondent understands and can fill out the questionnaire correctly**.** The collection of questionnaires follows the limits agreed upon by the respondent with the researcher or enumerator.

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Questionnaires that have been filled out by respondents and collected are neatly stored in boxes for further recapitulation. The recap of respondents' answers was made in tabulated form using Microsoft Excel. After all the data has been tabulated, the investigation is carried out by first looking at the answers of the blank respondents. Questionnaires that have blank answers are then separated for re-verification. For this reason, researchers and enumerators contacted respondents whose answers were incomplete. Respondents who were willing to complete their answers were given time to fill them in and then collected and tabulated again. After all questionnaires have been entered into the data tabulation, the files are stored on flash disks and external hard disks the data make it ready for

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processing and analysis.

3.4.5 Controlling factors

Other than the independent variable, group variables that have an impact on the dependent variable and may skew the results include extraneous or confounding variables. In order to prevent these factors from influencing the research, they must be (Manigo, 2024)**.** To make sure that unsearched external influences do not alter how the independent variable affects the dependent variable. The control variable is to prevent bias in the calculation results. Control variables,according to Ardhi, M.K., Mulyo, J.H. and Irham, 2021**,** are variables that are controlled or kept constant so that the independent variables on the dependent variable are not influenced by external factors that are not examined. Generally, this type of research is more often used to control the company's leverage and profitability.

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Dehisat, M.M. and Awang, Z., (2020), Glonti, V., Manvelidze, R. and Surmanidze, I., (2021). Exploring items and developing instrument for measuring organizational performance, control variables are often seen as a problem. Where this control variable gives the impression that there is a discrepancy between the hypothesized relationship and the topic to be studied. In this study, there are several that can provide support for the independent and dependent variables but were not tested in this study. Engidaw, A.E., 2021.

Exploring internal business factors and their impact on firm performance. In this mixed research study, it provides space to support the achievements in this study by not violating the results of quantitative and

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qualitative research, such as the role of technology as a support to improve results. This technology-supported swallow- entrepreneur business was developed through qualitative research in support of quantitative research results.

3.4.6 Data Evaluation

a) Data evaluation

(Parakh3, 2022) Data preparation includes screening in order to deliver the most information possible. It is recommended to screen the data first, especially when quantitative data analysis is being done. Data preparation includes screening in order to deliver the most information possible. It is recommended to screen the data first, especially when quantitative data analysis is being done. Data screening seeks to foresee information that is unavailable or missing. To avoid data shortages when respondents filled out the questionnaire, data screening was also done. Frequently, data entries are overlooked or left blank by respondents, which prevents the availability of the corresponding data**.**

The data is also checked for any outliers that may occur and require additional attention. Outliers are defined by (Sihombing, 2023) as observations that differ from others due to a distinct and unique combination of definable attributes. The data in this study is analyzed from two perspectives: univariate and multivariate, in order to find outliers by looking for any common trend across these methodologies. The univariate perspective is used to investigate the existence of outliers. Outliers are defined as cases that fall outside of the distribution's normal range.

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(Yuda, 2022), samples with more than 100 observations should generally have a standardized residual value (z-score) that is between three and four. As a result, the value of 3 has been established as the cut off point for the designation of an outlier in this study. The Mahalanobis D2 metric is applied to the data in the second view point to reach the multivariate outliers. This technique of analysis assesses each observation position within a set of variables and compares it to the center of all 184 observations. They emphasize the use of all metric independent variables and emphasize that the calculation of the D2/df value allows for the detection of outliers. When the D2 measure is divided by the number of variables involved (D2/df), the t-value is roughly distributed. The suggested level of significance is p 0.001, and the D2/df value is chosen at 2.5 as a rule of thumb. As a result, any D2/df number greater than 2.5 is considered an outlier.

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b) Basic statistical assumptions.

i) Test of normality

A normality test is a test to measure whether our data has a normal distribution or not. (Georges Hatem, 2022), that a normal distribution is a symmetrical, bell-shaped distribution of data that has specific properties and is used as a reference point for comparing the shapes of data distribution. A test is called normal if the results indicate that a small number of participants are at the right and left tails and most are in the middle. It shows the symmetrical data and one cluster of data in the middle. The most fundamental assumption in multivariate analysis is the test of univariate normality. Hatem, Georges; Zeidan, Joe; Goossens, Mathijs; and Moreira, Carla (2022), concur that skewness and kurtosis can be used to determine normalcy. Skewness is an index that reveals the symmetry of a univariate distribution (Metcalf, 2021);

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kurtosis, on the other hand, represents the form of the distribution in terms of peakness or flatness in comparison to the normal distribution (Weisstein et al, 2021). The normal distribution has zero skewness and three kurtosi. The test is based on the difference between the skewness and zero of the data and the kurtosis and three of the data. When the p-value is less than or equal to 0.05, the test rejects the normality hypothesis. Skewness is a statistical term that describes the asymmetry of a random variable's probability distribution with respect to its mean. Alternatively, skewness describes the magnitude and direction of skew. The value of skewness might be positive, negative, or even undefinable. Although it is highly improbable for data from real-world situations, if skewness is 0, the data are absolutely symmetrical. According to a conventional bell curve, kurtosis indicates the central peak's height and sharpness.

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ii) Test of homoscedasticity

One of the assumptions of an anova and other parametric tests is that the within-group standard deviations of the groups are all the same (exhibit homoscedasticity). If the standard deviations are different from each other (exhibiting heteroscedasticity), the probability of obtaining a false positive result even though the null hypothesis is true may be greater than the desired alpha level. The next statistical assumption under multivariate techniques is the assessment of the data's homoscedasticity.

The assessment of the data's homoscedasticity is the next statistical assumption under multivariate approaches. This assumption relates to the fact that 'the dependent variable exhibits an identical amount

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of variance throughout the spectrum of predictor factors' (Hernandez, 2021). When the assumption of normality is met, the variability of the dependent variable is homogeneous across all levels of independent variables (Garren et al, 2021); if there is unequal variance dispersion across the independent variables due to the non-normality of the data, the Variable is said to exhibit heteroscedasticity. Heteroscedasticity can cause 'predictions to be better at some levels ofindependent variables than at others, and so further impact hypothesis testing Metcalf, R. B. (2021). Practical Statistics.

Thrun MC, Gehlert T, Ultsch A (2020) Homoscedasticity, which in essence means same variance, is a crucial idea in linear regression. Homoscedasticity defines a situation in which the error term, which represents the noise or disturbance between the independent and dependent variables, is constant for all independent variable values. Therefore, the residual term in homoscedasticity, or the variance, is constant across data. Simply said, the error term does not vary much as the value of the dependent variable varies.

a) Linearity test

Both the correlation analysis and the linear regression analysis call for the linearity test. There should be a linear relationship between the independent variable and dependent variable in a good regression model. The evaluation of the linearity relationships in the data constitutes the ultimate statistical presumption for multivariate approaches. Garren, S. T., & Osborne, K. M. (2021), all multivariate approaches, such as multiple regression, factor analysis, and structural equation modeling (SEM), have an implicit assumption-

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based correlational measure known as linearity. In addition, they say it has to do with the pattern of association between each pair of variables and the ability of the correlation coefficient to adequately represent the relationship Georges et al. (2022), (Vitri Aprilla Handayani, 2023), the Pearson's r does not account for nonlinear associations and only records linear interactions between variables. This conclusion ultimately has the potential to under estimate the relationship's true strength, emphasizing the need to carefully evaluate each relationship to find any deviations from linearity that might have an impact on the correlation Handayani, W. Reza, and S. Mehmood (2023). In order to determine whether any non linear patterns exist, it is necessary to examine the scatter plots of the variables. If all linear regression models between a dependent variable and an independent variable are related to a straight line to the right or bottom right, the linearity test is employed to determine this. Whenever the linear sig value falls below 0.05, a linear.

b) Using a partial least squares method

Inference analysis based on the structural equation model (SEM) is the analytical technique used in this study. (Senthilkumaran Piramanayagam, 2024), claim that the following procedures must be followed in order to create a comprehensive model:

c) Creation of a Theory-Based Model

In order to get support for the theoretical model they have built, researchers must conduct a number of scientific investigations through literature evaluations, as SEM cannot be applied without a sound theoretical foundation.

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d) Creation of a Flowchart to Display Causal Relationships

A path diagram is used to describe the theoretical model that was created in the first phase. Researchers can more easily see the causal linkages they want to examine thanks to the path diagram. Although causality links are typically written as equations, in SEM they are simply represented as a path diagram. The programming language then converts the images into equations, and the equations into estimations. In SEM modeling, researchers typically deal with constructs or factors, which are notions with sufficient theoretical support to describe various types of interactions.

Building variables, or constructs, are classified into two types: exogenous constructs and endogenous constructs.

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a) Exogenous Constructs

Also known as source variables or independent variables that are not predicted by other variables in the model. Diagrammatically, it is a construct that is addressed by a line with one arrow head. With the curved line, researchers can observe how strong the correlation level between the two constructs is, which will be used for further analysis. In this study, the exogenous construct is.

b) Endogenous constructs,

Whether one or more constructs can predict the factors Exogenous constructs can only be causally related to endogenous constructs, but endogenous constructs can predict one or more other endogenous constructs.

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Flowchart to Structural Equations and Measurement Model Specifications Conversion Piramanayagam, S., Alanvijay, A., & Seal, P.P. (2024). Claims that after a theory or theoretical model is created and explained in a flowchart, researchers can translate the model's specifications into a set of equations. Basically, structural equations are constructed using the following principles: Are the factors predicted by one or more constructs Endogenous constructs can predict one or more endogenous constructs, but exogenous constructs can only be causally related to endogenous constructs.

1) Conversion of Flowcharts

V endogen = V eksogen + V eksogen endogen + Error

The flowchart convention is a series of structural equations and measurement model\specifications, according Piramanayagam, S., Alanvijay, A., & Seal, P. P. (2024). After a theory or theoretical model is developed and described in a flowchart, researchers can change the model specifications into a series of equations. Structuralequations are basically built with the following guidelines:

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Selection of the input matrix and estimation techniques for the model built (Ataliç et al., 2016; Basbeth et al., 2021; Chu & Kuo, 2015; Madsen, 2020; Sharma & Srivastava, 2020). SEM only uses the variance-covariance matrix or the correlation matrix as input data for the overall estimation carried out. The covariance matrix is used because it has the advantage of providing valid comparisons between different populations or different samples, which correlation cannot provide. Researchers are advised to use the variance/covariance matrix when testing the theory

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because the variance/covariance matrix meets the methodological assumptions Piramanayagam, S., Alanvijay, A., & Seal, P. P. (2024).

a) Sample size

The size of the sample plays an important role in the interpretation of the SEM results. The sample size provides the basis for estimating the

sampling error. According to Hair et al. (2014), the appropriate sample size is between 100 and 200 samples. If the sample size becomes too large, for example, more than 400, the method becomes very sensitive, so it is difficult to get good goodness-of-fit measures.

b) Model estimation

The estimation technique used is maximum likelihood (ML) estimation, which is more efficient and unbiased if the assumption of multivariate normality is met. However, this technique is very sensitive to the non- normality of the data Handayani, W. Reza, and S.Mehmood, Finding the Best Model in Nonlinear Regression: Using the Coefficient of Determination.

2) Analyzing and Assessing the Identification of Structural Models

Khoiri, M., Syapsan, S., and Kornita, S. E. (2020), Handayani, V. A., Yulianto, R., Putri, B. D., and Baguna, F. (2023). Problem of identification in principle is the problem of the inability of the developed model to produce a unique estimate. Identification problems can arise through the following symptoms:

a) The standard error for one or more coefficients is very large.

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b) The program is not able to produce the matrix of information has should be presented.

c) Strange numbers appear, such as a negative error variance. The emergence of a very high correlation between the estimated coefficients obtained (e.g., more than 0.9).

3) Evaluation of the Goodness of Fit Criteria (Test o Conformity)

Utami, G. F., Suhaedi, D., and Kurniati, E. (2021), Pradani, W. A., Setiawan, A., and Parhusip, H. A. (2021), at this stage, an evaluation of the suitability of the model against various goodness-of-fit criteria is carried out. The first step is to evaluate whether the data used can meet the SEM assumptions. If the assumptions have been met, the model can be tested through various test methods, as follows:

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a) Two-chi square statistics 2 is a statistical test of the differences between the population covariance matrix and the sample covariance matrix. The researcher is looking for "acceptance of the null hypothesis". 2, which is small and insignificant, is expected, so the null hypothesis is difficult to reject

b) RMSEA (the root mean square error of approximation) It is an index that is used to compensate for the chi-square statistic in a large sample. The expected RMSEA is 0.08

c) GFI (Goodness of Fit Index) It is a non-statistical measure that has a value range of 0 (poor fit) to 1.0 (perfect fit). A high value in this index indicates a better fit. The expected GFI is 0.90.

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d) AGFI (Adjusted Goodness of Fit Index) is the recommended acceptance rate if AGFI has a value of 0.90.

e) CMIN/DF (the minimum sample discrepancy function divided by the degree of freedom) It is a statistic of chi squared divided by its DF called two relative. The expected value of 2 is 2.0.

f) TLI (Tucker Lewis Index) It is an incremental index that compares a tested model against a baseline model; the expected TLI is 0.90.

g) CFI (Comparative Fit Index), if close to 1,The magnitude of this index Is the value range of 0–1, where the closer it is to 1, the higher the level of fit a very good fit. The expected CFI or RNI is 0.90.

Table 3.4.6

Goodness of Fit Index

Goodness of Fit	**Cut off Value**
Chi Square	Expected small
Significance Probability	> 0,05
TLI	≥ 0.90
CFI	≥ 0.90
RMSEA	≤ 0.08
GFI	≥ 0.90
AGFI	≥ 0.90

Source : Ghozali (2008) and Wijanto (2008).

h) Interpretation and Modification of the Model

This is the last step for interpretation and modification of the model that does not meet the test requirements. A good model has a small standardized residual variance. The number 2.58 is the limit of the allowable standardized residual value, and this significant residual indicates a substantial prediction error for a pair of indicators (Tarisa Umairah, et al. 2024).

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One of the model modifications carried out is focused on the results of the Mahalanobis distance analysis. Mahalonobis distance is used to measure whether there is data that is an outlier. The outlier data is indicated by the values of p1 and p2, which cannot have a probability less than 0.000. The outlier data of respondents must be removed from the analysis A. Blázquez-García, A. Conde, U. Mori, and J. A. Lozano (2022). In addition, modifications made to a model can be done with the help of a modification index. This index can be used as a guide for analyzing the model. A large modification index (greater than 4) indicates that if the coefficient is estimated, 2 will decrease Imro'ah Nurfitri, Huda Miftahul Nur'ainul, and Pratama Yogi Abang, (2023).

Research hypothesis testing is done after getting a SEM model that is considered good (fit). The fit model was then analyzed using AMOS software. From the results of the analysis, an output table will be obtained in the Estimates menu. Each construct can be evaluated by looking at the results of the C.R. in the Regression Weights table. Each loading should indicate that each variable value is greater than its critical value for a significance level of 0.05 (critical value = 1.96) or a significance level of 0.01 (critical value = 2.576), so it can be concluded that the variable is significantly related to other target variables. S. Magdalena and R. Suhatman, (2020).

3.4.7 Validity and reliability

3.4.7.1 Validity Test

Using the product moment correlation calculation, which is shown below, avalidity test was conducted to evaluate the accuracy and validity of the

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instrument items.

$$r_{xy} = \frac{n(\sum XY) - (\sum X)(\sum Y)}{\sqrt{\{n\sum X^2 - (\sum X)^2\}\{n\sum Y^2 - (\sum Y)^2\}}}$$

Description:

R = Product Moment co relation Coefficient

n = Number of Questionnaires to be tested

x = the total score of each question item.

y = total score total

3.4.7.2 Instrument Reliability Test

Use the Cronbach Alpha calculation to assess the instrument's dependability:

Test the reliability of the instrument using the Cronbach's alpha formula as follows :

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$$r_{11} = \left(\frac{n}{n-1}\right)\left(1 - \frac{\sum \sigma_i^2}{\sigma_t^2}\right)$$

Description :

r = reliability value
n = number of question items
σ^2 = the number of variance scores for each question item
$_t\sigma^2$ = total variance

According to Nunnally in Ghozali (2009:46) a construct or variable is said to be reliable if it gives a Cronbach Alpha coefficient value > 0.60.

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3.5 Phase Two: Qualitative Research

(Khoman, 2023).The second stage of this research involves collecting data using a qualitative methodology that aims to explore the effect of swallow bird maintenance with education, training, motivation, skill, and policy to increase business performance. The goal of this phase is to develop a further understanding of the findings that need to be explained from Phase One. As noted by Creswell and Clark (2017), it is very important to allow findings from the quantitative phase to inform the qualitative phase and to identify necessary findings that need to be investigated further after analysis in the quantitative phase.

The instruments for phase two were created based on the qualitative findings, and the specifics of this study are covered in the sections below. This phase involved gathering information and conducting interviews with members of the same population as in phase one, where people were chosen to work in the maintenance swallow bird industry because they had vast management expertise. To support the first part of the research's findings, the data is evaluated.

3.5.1 Case study method

Qualitative research is an increasingly popular methodological choice in business research, most often using in-depth unstructured and structured data to gain insights in to consumers' behaviors in Turner et.al., 2021 (Bathmanathan et al., 2018; Lim et al., 2021; Marshall and Rossman, 2014; Ting et al., 2018) and organizations (Campbell and Göritz, 2014; Creswell & Poth, 2016), (Dewantara, 2022). Theoretical studies and definition of case studies according to (Sadeghi Moghadam, 2021), a case study is a

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detailed test of one setting or one subject person or one document storage place or one specific event. Meanwhile Yin (1987). provides more technical limitations with an emphasis on its characteristics.

(Braun, 2021) Based on the limitations of the first quantitative research phase can be understood and continued with qualitative research through case studies including: (1) research targets can be people, events, settings and documents; (2) the objectives are studied in depth as a whole according to each setting or context with the aim of exploring, narrative or explanatory the various relationships that exist between variables. This second stage collects data using qualitative methodology to investigate the relationship between education, training, motivation, skills and company performance. The aim of this qualitative stage is to expand, deepen, and improve the knowledge gained during the quantitative investigation in the first stage Qualitative Method (Natow, 2020) Qualitative research starts from phenomena found in the field and then develops an in depth understanding, data is collected directly from direct participants. It is known that qualitative methodology measures meaning, while quantitative measures numbers.

Types of Case Studies

Historical case studies regarding the origins of the swallow bird naintenance business over a certain period of time, along with the development of this business many times over work has not been carried out optimally. 2. Observation case studies, prioritizing data collection techniques through participants observation in the firld research, while the focus of the research is on entrepreneurs in the maintenance swallow bird industry. The research focuses on: (a) a certain place in the research

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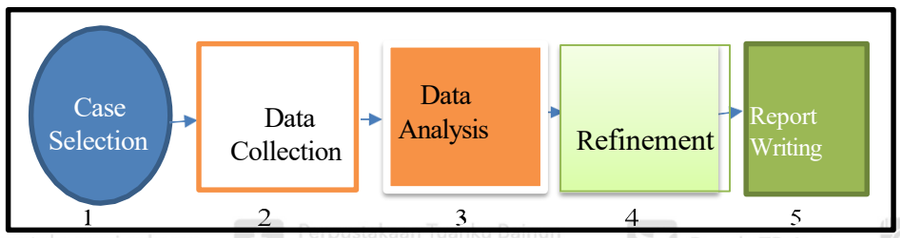
location (b) a group of swallow entrepreneurs. 3. Historical case studies of community life, which tries to interview entrepreneurs in the research area. 4. Case study of the community, swallow bird entrepreneurs at the research location. 5. Situation analysis case studies, geography and topography in the research area related to the swallow bird industry.

Case Study Research Step

The steps for a case study in qualitative research can be seen in the Following figure.

Figure: 3.5.1

a. Case Selected



1) Case selected by the researcher 2023 making objects of people, environments, programs, processes, and societies or social units for swallow bird maintenance. 2. Data collection: there are several data collection techniques, but what is more used in case research is observation, interviews, and documentation analysis. Researchers as research instruments, can adapt the way of data collection to the problem and environment of the research, and can collect different data simultaneously;

3. Data analysis: once the data is collected researchers can start aggregating, organizing, and classifying the data into manageable units. Aggregation is the process of abstracting specific things into common things in order to find common patterns of data. Data can be organized chronologically, categories or entered into typologies. Data analysis is

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carried out from the time the researcher is in the field, during data collection and after all the data is collected or after completion and field; 4. Refinement: even though all the data has been collected, in the case study approach, it should be possible to refine or reinforce new data against the categories that have been found. New data collection requires researchers to return to the field and perhaps have to create new categories, new data cannot be grouped into existing categories; 5. Report writing: reports should be written communicatively, read, and describe a symptom or social unity clearly, so as to allow the reader to understand all important information. The report is expected to bring the reader into a situation of a case of someone's misconduct or grouping.

Qualitative Research Methods

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(Bernard J., 2023), the writing of this paper is based on descriptive methods and literature review of literature that corresponds to the topic of writing. The literature used is primary and secondary literature. The author collects all the data and descriptions obtained from available libraries such as in print and the internet. Research Instruments; Observation, that is, direct observation, observation activities are carried out jointly (Keim-Klärner S., 2021). In general, observation activities are carried out to record the processes that occur during the study. Considering that observation activities are integrated in the implementation of actions, it is necessary to develop observation systems and procedures that are easy and fast to carry out (Christoph van Dülmen, 2024). 2. Interview, that is, a conversation with a specific intention, the conversation is carried out by two parties namely the interviewer who asks the question and the interviewer who gives the answer to the question (Lexy: 2012). 3. Literature

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Studies, namely the collection and citation of various reading materials such as books, journals, articles. The reseach instruments can be seen tabel below:

Figure: 3.5.1

b. *Researcher Research Instruments of qualitative*



Researcher 2023 non-probability sampling is used to choose sample informants for this qualitative study since it does not provide every member of the population an equal chance to be a sample**.** The selection of the sample that will be used as a respondent refers to the representation of criteria based on the level of education, the use of technology, and the type of building that supports the first phase of quantitative research.

The level of technology is distinguished into high/advanced and low/traditional, while the type of building is divided into three categories, namely special buildings with three floors or more, special buildings with less than three floors, and non-standard buildings. A special building part of a house made of stone or wood. By combining two criteria for the level of technology and three types of buildings, six combinations or five respondents should be obtained.

After the results of quantitative research indicate that there is a tendency for special buildings of three or more floors in general to use high technology, the number of respondents is five, which is enough to

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represent the two criteria for swallowing businesses that have been determined. The determination of criteria according to the researcher's ideas and research objectives is supported by Hutagalung, AR (2020) and Irwan, I. (2021), environmental impacts in management of Swallow nests that in the context of qualitative research, the determination of the sample is more appropriate than probability sampling because qualitative research sees the sampling process as a dynamic population parameter.

This is understandable because the strength of qualitative research lies in the wealth of information possessed by respondents from the cases studied and the analytical ability of the researcher. This means that in qualitative research, the problems encountered in sampling are determined by the researchers' considerations, relating to the need to obtain complete and sufficient information in accordance with the objectives or research problems. Thus, the logic of sample size is limited by the research objectives, research problems, data collection techniques. the presence of information- rich cases, or the adequacy of the information obtained.

Qualitative research recognizes no minimum number of sample sizes; generally, qualitative research uses a small sample size. In certain cases, using only one informant At least two conditions must be met in determining the number of informant’s adequacy and suitability Sadeghi Moghadam, M. R., Ghasemnia Arabi, N., & Khoshsima, G. (2021). The selection of informants in qualitative research is entirely determined by the researcher**,** (Marcotte J., 2022) Walk-in interviews: A promising method to encourage participation of swallow bird entrepreneurs in research projects is called purposeful sampling, i.e. selecting informative and information-rich cases based on the strategy and objectives set by the

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researcher.

The selection of informants in the study case of this research, in addition to considering the criteria and type of building graded technology, also considered the distribution and location. The researchers divided the five studies into retrospective case series, informants in Wajo, informers in Soppeng, and informers in Sidrap regency. Thus, regional representation can be obtained so that the information obtained is more complete. So that the selection of respondents does not cause bias, researchers first obtain initial information about the mastery of prospective informants in running the maintenance of swallow bird. The selected informants must really have comprehensive knowledge about the focus of the study Martini N. (2020). Qualitative research is credible if it explains the correct description or commentary about human experience correctly, and other people who experience the same experience will have the same interpretation.

A qualitative study is said to be credible if other people agree that they will have the experience even if they only read the research report. To increase validity in qualitative research, reviewers must describe the information collected objectively without the influence of their feelings (L., 2021). Towards meaningful mobility: A research agenda for movement within and between places in later life.

3.5.2 Case study protocol

The Case Study Protocol is a way to increase the reliability of case studies as well as a guide for researchers conducting case study research. The protocol for using appropriate instruments in research must follow

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specific procedures at the research site and general rules for the use of instruments in general, as stated above. A case study is a detailed investigation of a research object or location of a particular document or event. According to (Sarah E. J. Moon, 2023), and as highlighted by Braithwaite, J.; Ludlow, K.; Testa, L.; Herkes, J.; Augustsson, H.; Lamprell, G.; McPherson, E.; Zurynski, Y. (2020). The collection and data protocol for the case study, as well as detailing the process that will be carried out are followed during the interview session,

A case study is a thorough analysis of a particular subject, place, document, or event. Technically limiting something by deepening its identity. Based on these limitations, it can be concluded that the following are the limitations of case studies: (1) Research targets can be people, events, circumstances and documents. (2) The objectives are examined thoroughly according to the context, with the aim of evaluating the various relationships that exist between the independent and dependent variables. According to Yin (2014, p. 1) in Azrin (2012), case studies are one of the appropriate approaches to use in research topics about how and why; However, what still needs to be determined is the who, where, how, and why. According to the researcher, the focus of the research must be on current events in a real world context, so sufficient time is still needed to control the situation being studied.

Case studies are empirical studies that look at events in a gloomy context, according to Yin (2014, p. 18). Case study techniques, according to Yin, usually involve the ability to relate to various data sources, including interviews, observations, papers, and equipment. A case study is a qualitative approach that aims to explore and deepen a particular case

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further by collecting various sources of information, according to Creswell (in Raco, 2018, p. 49). A case study, according to Creswell, is an investigation of a system or bound case.

a) Case Selection

Apart from having to be adapted to the scientific discipline that has research objectives, the cases used as problems must also be fair and have a clear historical background.

b) Collecting data

To do this, data collection must be consistent with the research. Data collection can be tailored to the research. There are various options that can be used, including observation, interviews, document analysis, and surveys. Research subjects also need to be considered so that the results can be validated or tested.

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c) Analyze data

After collecting data using the correct data collection techniques, the researcher will carry out analysis, compile, and explain previous findings. In addition, data analysis methods must be transparent to avoid problems.

d) Restore

This is done to ensure that the research findings are accurate, and even after the data has been collected and processed, changes still need to be made if they do not meet the research objectives. The goal is to perfect research findings, so researchers must go into the field to collect additional data.

e) Write a report.

Apart from producing a communicative, effective, efficient, and clear

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research report, these stages must be carried out systematically and sequentially so that they are easy to understand.

3.5.3 Pilot research

Researchers will perform experiments of questions proposed by researchers. The interviewees were chosen by the researcher. According to (Nicole Pearson, 2020) and Yin (2003, p.79), pilot case studies will assist researchers in refining the substance of data collection by establishing appropriate question lines and clarifying the operational processes to be followed. Cowie, J.; Nicoll, A.; Dimova, E.D.; Campbell, P.; Duncan, E.A. (2020).

Discussion of qualitative research is already tied to the discussion of quantitative research, pilot studies are only more compelling and complementing if there is something unclear in the quantitative research.Sample Selection (Mthuli SA, 2021) Purposive sampling refers to a group of non-probability sampling techniques in which units are selected because they have characteristics that you need in your sample. According to (Polas, 2024) and Arikunto (2010: 183), purposive sampling is the process of selecting samples by taking subjects that are not based on level or area but are taken based on a specific purpose. Purposive sampling is when a researcher selects a sample based on the needs of the study.

3.5.4 Sampel Selection

A structured interviewing strategy is used to acquire data for qualitative research**.** (Azies, et al. 2024) asserts that structured interviews are those

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that make use of a list of previously prepared questions (Creswell, 2017). Interviews are used in qualitative research, according to L. Sui, J. Wang, X. Yang, and Z. Wang, (2020), to gather information for a better understanding of beliefs, attitudes, experiences, procedures, behaviors, or predictions.

Structured interviews are conducted by researchers when the researcher knows exactly what information is required and has a list of predetermined or collated questions to ask the respondent Y. Susilowati and A. Santoso, (2023). The interviewer has a list of questions prepared and conducts the interview using these questions as a guide. When the respondent responds or expresses his thoughts on the questions posed, the interviewer takes notes.

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The interviewer then moves on to other questions that have been prepared or supplied. Each respondent in the same event will then be asked the same question. This study focuses on a specific object in depth by treating it as a case study. According to Yin (2014), case studies are a more appropriate technique when the primary research issue is how or why, when the researcher has little ability to influence the events to be researched, and when the research is focused on current phenomena occurring today in a real- life environment.

The goal of qualitative research cannot be separated from the use of this interviewing technique. A comprehensive picture of a subject from the perspective of the individual being examined is the goal of qualitative research. In qualitative research, the subjects' thoughts, perceptions, views, or beliefs are examined; none of these can be

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quantified quantitatively Lehdonvirta V, Oksanen A, Räsänen P, et al. (2020). As it is developed in the research field through direct interaction between researchers and those being researched, qualitative research is typically aimed at providing actual experience and capturing meaning according to Rahman MM,

Tabash MI, Salamzadeh A, et al. (2022). In order to comprehend societal problems, qualitative research builds a comprehensive, holistic picture in words, detailing the perspectives of the informants and presenting them in a natural way. Pace DS. (2021). There are two techniques to accomplish this, including probing, in which the interviewer asks the respondent to elaborate on their response. In order to ensure that the respondent has considered a variety of options prior to responding to the question, prompting is used Rahman MM. (2023).

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The reliability and validity of the data must be taken into account when doing quantitative research. The long-term involvement of researchers in the lives of participants and efforts to clarify and confirm the findings with participants are two actions that researchers can take to increase their level of credibility. Member checks, reanalyzing the data gained from peer checking after returning to the participants or holding expert panel discussions. To capture the most accurate picture of the social phenomenon under investigation, researchers must additionally carry out additional tasks, such as making in-depth observations Ryan C (2020) an understanding between the informant and the researcher as the tool for data analysis and the source of the data, and the informant has accepted the units of reports that have been created.

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A personal approach to each informant in qualitative research is very important the relationship and interaction between the researcher and informant should be more intensive than the relationship between researcher and respondent in quantitative research. Researchers themselves are part of the research instrument that plays a role and greatly determines the quality of information obtained from the interview process Bolarinwa O. (2020).

As in carrying out quantitative research, ethics in the interview process is very important. The researcher first asked for permission and the willingness of prospective informants to become one of the people who would become informants. The purpose and legality of carrying out this research were stated at the beginning of the first meeting with the prospective informants. Submission of rights and the absence of risks, as well as to their business and social lives after conveying the information, were carried out before the interview began. The contents and material of the questions in general were also notified to the informants. This was done so that the informants felt comfortable, safe, and under no pressure during the interview process Berndt AE. (2020).

After the approval and willingness to be informants, the time and place for conducting the interview were agreed upon. All technical aspects, including the setting of the interview process, were left to the informant so that he felt relaxed and happy during the interview process. Before the interview begins, first ask the informant for permission to document activities by installing a camera and tape recorder. State the reasons for the importance of documentation so that the informant does not feel that

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he is leaving a digital foot print that has the potential to cause harm in the future. (Turner, Hiram Ting, Wong, & Kim-Lim, 2021), physiologically, the informant should not feel pressured or burdened during the interview process so that the information provided is reliable and valid Braun, V. & Clarke, V., (2021).

Each time the interview takes place, the informant is limited to a maximum of two hours and asked to continue at another time with the rest of the material. The researchers applied a strategy to make the informants not feel bored, and the most important is to validate and cross-check the information, in contrast with repeating the question at another time so that the informant does not realize that the researcher is validating and cross-checking the truth of the information provided by the informant. (Lim, T.Y., Lim, B., Leong, C.M. & Le, A., 2021) explain that by conducting interviews repeatedly over a long period of time, it is possible to validate and achieve the truth of the information conveyed by the informants.

The method applied during the structured interview process with the informants to maintain the credibility and validity of the data is to place the informant as a person who really controls and gives the impression of giving understanding to the researcher. Thus, the informants feel confident and open about all the information they have, and they often provide much more and more complete information than the researcher expects (Natow, 2020). Another strategy that researchers use to maintain a harmonious emotional relationship with informants is to show their attitudes and appreciation to them. One of the tangible forms is by giving souvenirs as a sign of gratitude, which can make an impression and make informants feel valued and more motivated to give honest and complete answers

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Validation of the information used in the interview trick is to repeat several questions with other editors, but the meaning is the same: to see the consistency of the informants in giving answers. To ensure which answer is correct, if an inconsistent answer is found, the question is repeated again with an emphasis on the certainty of the respondent's answer without giving the impression that the respondent was wrong in providing information. Quirkos, (2022), Saldaña, J., (2021), explains that cross-checking by repeating questions is one way to get valid data in an interview.

After each interview with the informant, all documents in the form of video recordings, audio recordings, and notes were collected and arranged neatly. Video and audio files are copied from the media and duplicated, then stored in a folder with a name containing the date and informant on the laptop. Backups for each file are also carried out on an external hard drive or flash drive and uploaded to Google Drive to anticipate damage and loss of documents.

Following each interview, the next step is to playback and transcribe the dialogue. The informants' responses were then formatted as sentences or narrations and organized into tables based on the topics and themes of the questions. A fifth panel in the table contains the informant's responses to each question item. As a result, comparing and drawing conclusions for each question item is simplified. After everything has been tabulated, verification is performed to confirm that all of the interview guide's question items have been answered. If one or more respondents have unresolved questions, a re- interview is done to address them. During

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the COVID-19 pandemic, telephone interviews were used as part of the verification and validation procedures. It is acceptable in studies and is commonly used when it is not possible to meet face-to-face. Saldaña, J., (2021). The coding manual for qualitative researchers following the data validation and verification process, the results of the tabulation of the data transcript of the informants' answers are saved in a designated folder for later use in data analysis. As with the previous stage, a backup is created to ensure data security.

3.5.5 Data Analysis

In Tracy, S.J., (2019), Qualitative research methods; collecting evidence, crafting analysis, communicating impact. Miles and Huberman believe that actions in qualitative data analysis must be carried out continually until the data is saturated. The data analysis in this study was completed during the data gathering period. The researcher had studied the participants' responses at the time of the interview. The data analysis processes employed in this study include the Analysis Interactive Model from Miles and Huberman, which separates the data collection, data reduction (data collection), and data reduction procedures into separate components. Reducing the amount of data, presenting the data (data display), and reaching conclusions or confirming them.

a) Data gathering. In order to clarify the data through additional data searches, an analysis of the data gathered from interviews, observations, and different documents was constructed based on categorization in accordance with the research problem.
b) Data compression. (Merla Swetha1, 2022), Miles and Huberman (2007), data reduction is a type of analysis that sharpens, categorizes,

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directs, eliminates pointless data, and organizes data so that final conclusions can be made and validated. Asserts that data minimization continues as long as the research is ongoing. The result of data reduction is a summary of field notes, including the initial notes as well as any expansions or additions

c) Display of data. A data presentation is a grouping of information that enables the drawing of research inferences. Finding meaningful patterns in data is supposed to provide the potential for making decisions and taking action Mthuli SA, Ruffin F,

d) Singh N. (2021). The data presentation takes the form of narrative phrases, pictures or schemas, networks, and tables as narratives Lehdonvirta V, Oksanen A, Räsänen P, et al. (2020).

e) Reaching a decision. A comprehensive configuration activity includes drawing conclusions Bolarinwa O. (2020). During the study, conclusions were also validated. Conclusions were drawn since the researcher compiled notes, patterns, statements, configurations, causal directions, and various propositions Rahman MM, Tabash MI, Salamzadeh A, et al (2022).

3.5.6 Validity and Reliability

The examination of the validity of the data, apart from being used to dispute claims that qualitative research is unscientific, is also an intrinsic component of the body of knowledge of qualitative research (Turner et.al., 2021). The validity of the data is determined to determine whether the research being conducted is actually scientific

research and to test the data gathered. In qualitative research, data validity

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checks include testing, credibility, transferability, dependability, and confirmability (Phil Coleman, 2021). It is vital to assess the validity of data in qualitative research in order for it to be accounted for as a scientific study. In terms of data validity testing, this is something that can be done.

a) Construct validity

How well a test assesses the idea it was intended to assess is known as its construct validity. It's essential to proving a method's general validity.

b) Internal validity The degree to which a research study establishes a reliable cause and effect relationship link is known as internal validity.

c) External validity

The extent to which a study's conclusions may be applied to differen circumstances, persons, places, and measurements are known as its externalvalidity.

d) Reliability

According to Yin (2003), within a qualitative investigation, reliability is sometimes referred to as 'dependability' (Rolfe 2006, Erlingsson & Brysiewicz 2013), confirmability' (Rutakumwa, et al. 2020), the capacity of the research design to be duplicated later by other researchers. Chapter Summary

The research approach used in this study is explained thoroughly in this chapter. An overview of quantitative and qualitative methodologies, as well as justification for using a mixed methods design for this study, is presented in the research design section. The methodology section will be organized by sequential explanatory design, a branch of the mixed- methods approach.

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A quantitative approach was used to collect data at the initial stage of the research, and every aspect or piece of equipment used at this stage has been explained clearly in this chapter. After discussing the first quantitative stage, we move on to discussing the second qualitative stage, where the quantitative team collects data using the questionnaire distribution method and collects data in qualitative research through case studies and interviews. This chapter also incorporates ethical questions into the discussion of reliability and validity.

Furthermore, the findings from both research stages will be presented in the next chapter. This chapter also discusses quantitative and qualitative research procedures, as well as reliability and validity issues. Furthermore, the findings from both research stages will be presented in the next chapter. This chapter also explains how to conduct quantitative and qualitative research.

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CHAPTER 4

QUANTITATIVE RESULTS AND DISCUSSION

4.1 Introduction

The previous chapter outlines research methodologies, including research design, methods for gathering data, and data analysis that addresses various research hypotheses. (Ghanad, 2023) This chapter on quantitative research results covers all quantitative research findings obtained as a result of distributing questionnaires. The contents of this chapter explain a lot about the results of SEM analysis using AMOS. The majority of research findings include numerous different sub-chapters at the beginning, including population and sample, response rates and screening data, general descriptions of respondents, and descriptions of respondents' responses, in addition to the output of SEM analysis (Mhd. Fariyanda, & Open Darnius 2023). The study's findings are presented as statistical assumption tests, validity and reliability tests, model appropriateness test, and goodness of fit tests, with hypothesis testing coming last. The presentation of the study findings is accompanied by a brief explanation of the debate, which is fully discussed at the end of the chapter before the summa.

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4.2 Population and Sample

Response Rate and Screening Data

The population in this study is the entire community of swallow bird maintenanentrepreneurs around the coast of Lake Tempe spread over 3 regencies, namely Soppeng, Wajo, and Sidrap Regencies, South Sulawesi Province Indonesia. The total number of Swallow bird maintenance entrepreneurs cannot be known with certainty because they have not been completely recorded at the relevant agencies.

It is estimated that the 340 respondents selected as samples in distributing questionnaires for this quantitative research will represent 20% of the entire population. As explained in the previous chapter, all legal considerations, such as obtaining consent before surveys and interviews begin, asking respondents if they are willing to participate, and showing appreciation for their interest by providing souvenirs, are intended to increase response rates.

After being tracked down, some ofthe responders who didn't respond left the area for an extended period of time, while others cited personal reasons for their unwillingness to respond. Following the collection of questionnaires from respondents, the Slovin formula is used to calculate the sample, with the specified degree of accuracybeing 5%, yielding a sample of 184 respondents. The researcher then imported all of the data into SPSS and MS Excel for data filtering. All of the

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respondent's answer data is personally entered, validated, and verified. To be certain whether the questionnaire's items could be employed or not, the researcher also carried out a validity test. The validity test results are shown in the table below namely for each question number it will be explained in chapter 6 along with an explanation of the qualitative results.

Table 4.2

Business Performance Questionnaire Validity Test Results

No	R count	R table	Decision
1	0.108	0.3120	Invalid
2	0.620	0.3120	Valid
3	0.095	0.3120	Invalid
4	0.672	0.3120	Valid
5	0.357	0.3120	Valid
6	0.703	0.3120	Valid
7	0.469	0.3120	Valid
8	0.352	0.3120	Valid
9	0.530	0.3120	Valid
10	0.503	0.3120	Valid
11	0.311	0.3120	Invalid
12	0.616	0.3120	Valid
13	0.084	0.3120	Invalid
14	0.707	0.3120	Valid
15	0.357	0.3120	Valid

The business performance instrument has 11 valid items, it is said to be valid because the calculated R is greater than the R table, and instrument has four invalid items, It is said to be invalid if r count < r table. Results of discussion of Business Performance Questionnaire Validity Test Result chapter 6.2

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4.2.1 Test Results of the Validity and Reliability of Educational Questionnaires

Puspasari, H., & Puspita, W. (2022). Validity and reliability test of research Instruments reliability test of research instruments level of knowledge and Attitudes of students towards selection of health supplements. The results of validity test can be seen in the table below.

Table. 4.2.1

Educational Questionnaire Validity Test Results

No	R count	R table	Decision
1	0.478	0.3120	Valid
2	0.490	0.3120	Valid
3	0.690	0.3120	Valid
4	0.881	0.3120	Valid
5	0.419	0.3120	Valid
6	0.760	0.3120	Valid
7	0.458	0.3120	Valid
8	0.347	0.3120	Valid
9	0.790	0.3120	Valid
10	0.289	0.3120	Invalid
11	0.201	0.3120	Invalid
12	0.689	0.3120	Valid
13	0.421	0.3120	Valid
14	0.822	0.3120	Valid
15	0.419	0.3120	Valid

The educational instrument has 13 valid items. It is said to be valid because the calculated R is greater than the R table. It is said to be invalid if r count < r table, which is as shown in the figure above number 10 and 11. Results of discussion of Educational Questionnaire Validity Test Results in chapter 6.2.1.

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4.2.2 Validity and reliability test results of training questionnaire

Sumiati, N.T., Tresniasari, N., & Dewi, S. A. (2022). Sjamsuddin and Ansari. (2023). Puspasari, H., & Puspita, W. (2022). Islam, N. N. M. I. (2021). Erida, M. (2021). A. Hidayat. (2021). Developing research instruments & validity-reliability Tests. Test results of training questionnaire the results of the validity test can be seen in the table below.

Table. 4.2.2

Training Questionnaire Validity Test Results

No	R count	R table	Decision
1	0.203	0.3120	Invalid
2	0.360	0.3120	Valid
3	0.536	0.3120	Valid
4	0.653	0.3120	Valid
5	0.387	0.3120	Valid
6	0.557	0.3120	Valid
7	0.374	0.3120	Valid
8	0.505	0.3120	Valid
9	0.378	0.3120	Valid
10	0.572	0.3120	Valid
11	0.242	0.3120	Invalid
12	0.266	0.3120	Invalid

The training instrument has nine valid items, namely numbers two, three, four, five, six, seven, eight, nine, and 10. It is said to be valid because r count > r table and is said to be invalid if r count < r table, namely number one, 11 and 12.

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4.2.3 Skill Questionnaire Validity and Reliability

The results of the validity test can be seen in the table below.

Table. 4.2.3

Skill Questionnaire Validity Test Results

No	R count	R Tablee	Decision
1	0.214	0.3120	Invalid
2	.0565	0.3120	Valid
3	0.294	0.3120	Invalid
4	0.742	0.3120	Valid
5	0.437	0.3120	Valid
6	0.523	0.3120	Valid
7	0.377	0.3120	Valid
8	0.463	0.3120	Valid
9	0.679	0.3120	Valid
10	0.500	0.3120	Valid
11	0.055	0.3120	Invalid
12	0.497	0.3120	Valid

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(Kunchai1, 2024) The development and validation of an instrument to measure the learning of context university skills and workplace-recognized skills test. The skill instrument has nine valid items, namely numbers two, four, five, six, seven, eight, nine, 10, and 12. It is said to be valid because r count > r table, and it is said to be invalid if r count < r table, namely number one, three and number 11.

4.2.4 Motivation Questionnaire Validity and Reliability

Erida, M. (2021). Tests., 2021) Validity Test and reliability test of motivational, the results of the validity test can be seen in the table below.

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Table. 4.2.4

Motivation Questionnaire Validity Test Results

No	R Count	R Table	Decision
1	0.069	0.3120	Invalid
2	0.409	0.3120	Valid
3	0.385	0.3120	Valid
4	0.683	0.3120	Valid
5	0.498	0.3120	Valid
6	0.717	0.3120	Valid
7	0.464	0.3120	Valid
8	0.452	0.3120	Valid
9	0.569	0.3120	Valid
10	0.581	0.3120	Valid
11	0.206	0.3120	Invalid
12	0.507	0.3120	Valid
13	0.027	0.3120	Invalid
14	0.715	0.3120	Valid
15	0.471	0.3120	Valid
16	0.749	0.3120	Valid
17	0.442	0.3120	Valid
18	0.139	0.3120	Invalid

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(Rio Dimas Sugiarta1*, 2023) and (Islam, 2021).Validity and reliability of search instruments on the effect, validity and reliability analysis of User Satisfaction instruments the motivation instrument has 14 valid items, it is said to be valid because the calculated R is greater than the R table, namely figure above, number two, three, four, five, six, seven, nine, 10, 12, 14, 15, 16, and 17. It is said to be invalid if r count<r table, Number one, 11, 13, and 18.

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Table Part 5

Motivation Measurement Items

Code	Category	Item
MN 1		Our competence in the swallow business today is inseparable from the educational background, training and skills that have been obtained since pursuing this business.
MN 2		Competence must be continuously improved in line with the changing times so that they can survive and excel in business
MN 3		We always strive to develop competence by continuously upgrading knowledge and skills independently
MN 4		We use all active information media to seek and study the latest technology in the walet business
MN 5		Competence is the main capital that must be possessed and determines performance and success in the swallow business
MN 6		To motivate and make the most of our competencies, government policies are needed in an effort to develop other businesses that are integrated with the swallow bird maintenance
MN 7		At work we are always driven to continue to improve our work ethic
MN 8		We always try to work professionally and responsibly to complete all jobs with maximum results
MN 9		Periodically we continue to evaluate our ability to work by setting targets that are better than the previous period
MN 10		The quality and quantity of our work is continuously improved so that our business can succeed faster
MN 11		Every problem and obstacle faced is used as a lesson and continues to try to find solutions to solve it
MN 12		In running the swallow business, we always motivate ourselves by holding the principle that trying to always work better than before will produce results in the future
MN 13		One of our motivations in running the swallow business is that we are sure we can get a decent income
MN 14		It is hoped that the income that can be obtained from the walet business will increase from time to time so that one day we can generate income that is greater than what we need.
MN 15		Apart from having a job, our motivation to be the backbone of the family in meeting needs can be achieved through the wallet business

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Code	Category	Item
MN 16		When compared to other jobs, the income from the swallow business after reaching a certain period of time is higher
MN 17		We believe that if government policies support the development of other businesses integrated with swallows, the increase in income can be achieved more quickly
MN 18		After experiencing and knowing a lot with sufficient competence in the swallow business, we are motivated to invite close family to run the same business
MN 19		We are not ashamed and insecure about pioneering the swallow business in our area because we think that the swallow business is one of the future businesses with high income and class.
MN 20		I am increasingly motivated to spearhead the development of the swallow business because there are quite a lot of resources around our environment and can be adapted to the abilities we have when we first start.
MN 21		The impetus to initiate the swallow business is based on the hope that there will be government policy support related to the swallow business in the future
MN 22		We aspire to become a successful swallow businessman several years later because our skills and competencies are the basic capital to achieve that dream
MN 23		We plan well that one day we will not only become swallow breeders but develop into exporters of wallet nests
MN 24		As social beings, we are driven to be people who contribute to building and improving the regional economy through the swallow business

4.2.5 Policy Questionnaire Validity and Reliability

The results of the validity test can be seen in the

table below.

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Table. 4.2.5

Policy Questionnaire Validity Test Results

No	R count	R table	Decision
1	0.272	0.3120	Invalid
2	0.363	0.3120	Valid
3	0.198	0.3120	Invalid
4	0.561	0.3120	Valid
5	0.389	0.3120	Valid
6	0.366	0.3120	Valid
7	0.424	0.3120	Valid
8	0.473	0.3120	Valid
9	0.574	0.3120	Valid
10	0.445	0.3120	Valid

(Ukko, 2019), (Rinaldy May Wendra1, 2020). The Policy Instrument has eight valid items, it is said to be valid because the calculated R is greater than the R table, namely as seen in the table 4.2.5 ; Number two, four, five, six, seven, eight, nine, and 10. It is said to be invalid if r count < r table, namely as seen in the figure above;

Number one and three

.

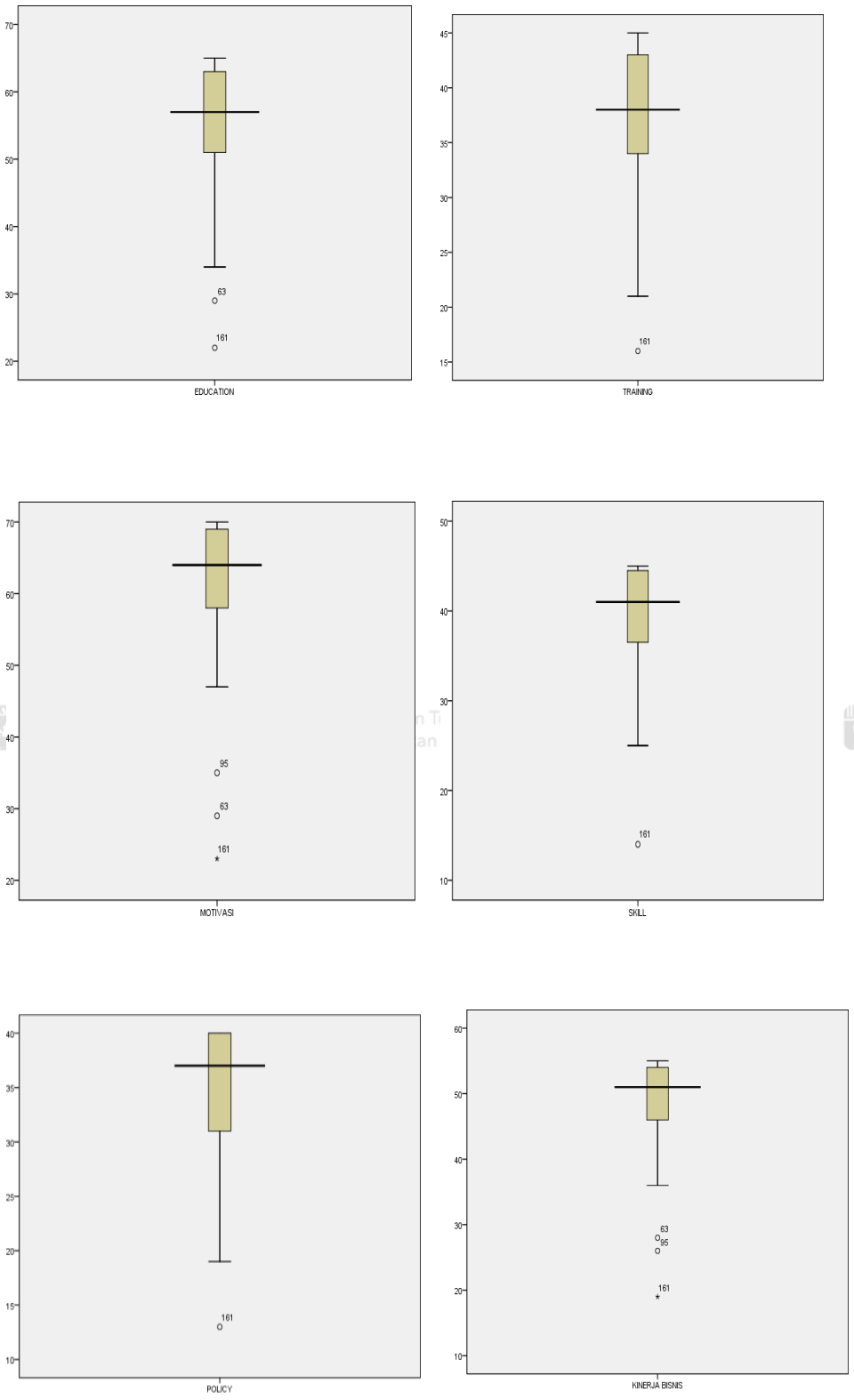
The next step is to filter the data from the 184 respondents to check for outliers. Outliers are examined from a univariate and multivariate perspective. Univariate outlier checking is done by looking at the z score of each variable and visually looking at the Box-Whisker diagram, and the results are presented in table attachment. (s) The following is the calculation of the outlier results which can be seen in the image below (Rinaldy May Wendra1, 2020

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Figure 4.2.5

Box Whisker plot of each research variable



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Analysis Z score or often referred to as the standard value. The Z score can be used to help determine whether a data has extreme values, or often has outliers and the notion of olutlier it self is data that has a value far from the average. After the Z score and Outlier tests were carried out, the researcher carried out further tests for the data requirements, namely tests for normality, linearity and homoscedasticity.The results can be seen in table 4.2.5 as follows:

Table 4.2.5

a). results of the univariate outlier test of respondentwho have The a z score exceeding ± 3 to 4 and the Box Whisker Plot

Variabel	**Z score**	**Box-Whisker Plot**
Education	Business Performance	63 dan 161
Training	Business Performance	161
Policy	Business Performance	161
Skills	Business Performance	161
Motivation	Business Performance	95,63, dan 161
Business Performance	Business Performance	63,95, dan 161

(Organisations, 2023,) and A.O. Torgaloz, M. F.Acar, & C.Kuzey (2023),

(M. Niehaus, 2023) further testing after carrying out the Z score test and outlier test, the researcher carried out further tests of data requirements, namely the normality test to check research data from a

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normally distributed population, after which they continued with linearity. Determine the relationship between independent and dependent variables and homoscedasticity. For the purpose of seeing whether the variance error is influenced by other factors or not, the results can be seen in the explanation in Table 4.2.5 as follows:

Table 4.3

Normality test One-Sample
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		184
Normal Parameters[a]	Mean	.0000000
	Std. Deviation	2.15311185
Most Extreme Differences	Absolute	.140
	Positive	.140
	Negative	-.124
Kolmogorov-Smirnov Z		1.902
Asymp. Sig. (2-tailed)		.067

a. Test distribution is Normal.

Based on the results of the normality test above, it can be concluded that all sample data are normally distributed because the significant value is > 0.05. The next stage is the linearity test, which can be seen in the table below.

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4.3 Statistical Assumption

4.3.1 Linearity of the Regression Line Effect of Variable X1 on Variable Y3

(Nafari, 2022) or Nafari, E., & Rezaei, B. (2022). Relationship between human resources strategies and organizational performance. The results of the calculation of the linearity test of the relationship between the X1 and Y3 variables can be seen in the following

Table 4.3.1:

Result of Linearity Calculation of the Regression Line Effect of X1 on Y3

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Business Performance * Education	Between Groups	(Combine)	5207.261	28	185.974	20.268	.000
		Linearity	4776.453	1	4776.453	520.560	.000
		Deviation from Linearity	430.808	27	15.956	1.739	.060
	Within Groups		1422.218	155	9.176		
	Total		6629.478	183			

Ho is accepted because the value in the column Sig line deviation from linearity in the table above is 0.060 larger than 0.05, indicating that the relationship between the X1 variable and the Y3 variable can be described by a linear regression line.4.3.2 Linearity of the Regression Line: Effect of Variable X2 on Variable .

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4.3.2 Linearity of the Regression Line Effect of Variable X2 on Variable Y3

Based on the explanation in Ghazali Darusalam (2018: 395) about multiple regression, researchers first need to ascertain whether there is multicollinearity in the data presented. (Nawawi, 2020) This can be detected by pointing to the correlational relationship between the two independent variables and relying on the linearity of regression. To see the effect of the relationship between variable X2 and variable X3, it can be seen that the results of calculating the linearity test for the relationship between variables X2 and Y3 can be seen in table 4.3.2 as below

Table 4.3.2

Result of Linearity Calculation of the Regression Line Effect of X2 onY3

ANOVA Table

			Sum of Squars	df	Mean Square	F	Sig.
Business Performance * Training	Between Groups	(Combined)	364.813	22	198.401	14.105	.000
		Linearity	3818.424	1	3818.424	271.460	.000
		Deviation from Linearity	546.389	21	26.019	1.850	.118
	Within Groups		2264.666	161	14.066		
	Total		6629.478	183			

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4.3.3 Linearity of the Regression Line: Effect of Variable X3 on Variable Y3

Relationship between variable X2 and variable X3, it can be seen that the results of calculating the linearity test for the relationship between variables X2 and Y3 can be seen in table 4.3.2 as (Gracia Theofani1)*, 2022) Multiple Linear Regression Analysis onFactors that Influence Employees Work Motivation The number in the column Sig line deviation from linearity in the table above is 0.118 more than 0.05, which means that Ho is accepted. In other words, the regression line showing how the X2 variable affects the Y3 variable is linear. The results of the calculation of the linearity test of the relationship between the X3 variable and the Y3 variable can be seen in the following table 4.3.3:

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Table. 4.3.3

Result of Linearity Calculation of the Regression Line Effect of X3 on Y3

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Business Performance * Policy	Between Groups	(Combined)	3847.503	22	174.886	10.121	.000
		Linearity	2551.435	1	2551.435	147.658	.000
		Deviation from Linearity	1296.068	21	61.718	3.572	.080
	Within Groups		2781.976	161	17.279		
	Total		6629.478	183			

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4.3.4 Linearity of the Regression Line Effect of Variable Y1 on Variable Y3

The results of the calculation of the linearity test of the relationship between the Y1 variable and the Y3 variable can be seen in the following table 4.3.4 as below:

Table. 4.3.4

Result of Linearity Calculation of the Regression Line Effect of Y1 on Y3

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Business Performance * Skill	Between Groups	(Combined)	4859.424	20	242.971	22.35	.000
		Linearity	4186.192	1	4186.192	385.96	000
		Deviation from Linearity	673.232	19	35.433	3.263	.450
	Within Groups		1770.055	163	10.859		
	Total		6629.478	183			

The number in the column Sig line deviation from linearity in the table above is 0.450 larger than 0.05, indicating that Ho is accepted, or that the regression line representing the impact of the Y1 variable on the Y3 variable is linear.

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4.3.5 Linearity of the Regression Line Effect of Variable Y2 on Variable Y3

The results of the calculation of the linearity test of the relationship between the Y2 variable and the Y3 variable can be seen in the following table 4.3.5:

Table. 4.3.5

a. Result of Linearity Calculation of the Regression Line Effect of Y2 on Y

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Business Performance * Motivation	Between Groups	(Combined)	5985.959	26	230.229	56.169	.000
		Linearity		1	5771.072	1.408 E3	.000
		Deviation from Linearity	214.887	25	8.595	2.097	.053
	Within Groups		643.519	157	4.099		
	Total		6629.478	183			

The number in the column Sig line deviation from linearity in who have male sex is 170, or 92.39%. Meanwhile, women amounte the table above is 0.053 larger than 0.05, indicating that Ho is accepted, or that the regression line representing the impact of the Y2 variable on the Y3 variable is linear.The homoscedasticity test follows, as shown below

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Table 4.3.5

a) Homoscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.91	.93		6.35	.00
	Education	-.08	.05	-.36	-1.57	.11
	Training	-.08	.05	-.29	-1.58	.11
	Policy	.04	.03	.15	1.32	.18
	Skill	.05	.06	.16	.84	.40
	Motivation	-.00	.04	-.02	-.10	.91

a. Dependent Variable: abs_residual

4.4 Characteristics of Respondents (Demography)

4.4.1 Analysis of Respondents Characteristics

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4.4.1.1 Respondent's Gender Table

Table 4.4.1.1

Distribution of Respondents by Gender

Gender	Amount	Precentage (%)
Man	170	82.39 (%)
Woman	14	7.61(%)
Total	184	100 (%)

Source: data processing 2022

Based on the table above, the number of research respondents who have male sex is 170, or 92.39%. Meanwhile, women amounted

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to 14, or 7.61%. In accordance with observations in the field where the research was conducted, although there were not many women who did the swallow maintenance business compared to men, the business of maintaining swallows is prioritized by men because it requires energy and concentration and requires routine care, but not many women are able to combine housework with other businesses.

4.4.1.2 Respondent Age

The ages of respondents in this research can be seen in the Distribution of Respondents by Age.

Table 4.4.1.2 .

Distribution of Respondents by Age

Age Years	Amount	Precentager(%)
31 - 40	40	21.73 %
41 – 60	100	54.34 %
> 60	44	23.93 %
Total	184	100 %

Source: data processing 2022

Based on the table above, the number of research respondents who have ages between 31 and 40 is 40, or 21.73%; 41–60 are 100, or 54.34; and > 60 are 44, or 22.93%. Based on the results of interviews with several respondents aged 41–60, they still have capital and are still active in other businesses.

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4.4.1.3 Respondent's Last Education

Table 4.4.1.3

Distribution of Respondents Based on Last Education

Last Education	Amonut	Precentage (%)
Primary School	137	74.45 %
Secondary School	10	5.43 %
High Senior School	32	17,39 %
Diploma Above	5	2,73 %
Total	184	100 %

Based on the table above, the number of research respondents who have Senior high school or *Sekolah Menengah Atas* (SMA) / Vocational school or *Sekolah Menengah Kejuruan* (SMK) education is 137, or 74.45%; Diploma strata one (D1) and Diploma Strata three (D3) above are 10 or 5.43%; S1 is 32, or 17.39%; and S2 is 5 or 2.73%. Some of the respondents who are also swallow entrepreneurs only have a low primary school education because the start of this business is so simple. Initially, people were looking for places in the open, like caves and empty houses, that had not been occupied by their owners for a long time, did not need to be maintained or even built, and did not require education, knowledge, or technological tools.

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4.4.1.4 Duration of Business

Table 4.4.1.4

Number of respondents based on length of business

Duration of Business Years	Total	Precentage (%)
< 2	115	62.25 %
2 - 4	10	5.43 %
5 - 7	10	5.43 %
8 - 10	20	10-86 %
>10	29	16.03 %
Total	184	100 %

Based on the table above, the number of research respondents who had a business period of < two years was 115 people or 62.25%; 2 - 4 years is 10 or 5.43%; 5-7 years of 10 or 5.43%; 8 -10 years of 20 or 10.86%; and >10 years amounted to 29 or 16.03%. Researchers tried to take samples and select informants to interview building owners who have owned buildings for more than 2 years because many entrepreneurs have emerged who have started this business. Many new entrepreneurs are attracted by the very expensive price of swallow's nest, which can reach IDR 15,000,000 per kilogram of Indonesian currency, but in fact there are also those who do not get the results and there are also those whose results are satisfactory.

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4.5 Reliability

4.5.1 Business Performance Questionnaire Reliability

Test Results

The results of the reliability test can be seen in the table below :

Table. 4.5.1

Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
819	15

According to Kafetzopoulos, D. (2020), (Sutrisno, 2023) & Sutrisno, A. M.

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A. Ausat, B. Permana, and M. A. K. Harahap, in the value table of the t distribution table, to determine the validity of the items, a significant level of 5% is used to test one party with the understanding that a set of questions is declared reliable if the correlation coefficient obtained (r11) is more or the same, namely:

a) If r11 = 0.70 is greater than 0.70, it means that the instrument has a high level of reliability.
b) If r11 = 0.70 is less than 0.70, it means that the instrument does not have a high level of reliability.

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Based on the results of the calculation of the reliability test, the number is 0.819, which means that the instrument has a high level of reliability because the value of r11= 0.70 is greater than 0.70. 2. Educational Questionnaire Reliability Test Results The results of the reliability test can be seen in the table below. Table.

4.5.2 Reliability Test Results

Table. 4.5.2

Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
881	15

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According to (Kafetzopoulos, 2020) Kafetzopoulos, D. (2020) and Kober, R., & Northcott, D. (2021) in the value table of the t distribution table, to determine the validity of the items, a significant level of 5% is used to test one party with the understanding that a set of questions is declared reliable if the correlation coefficient obtained (r11) is more or the same, namely:

a) If r11 = 0.70 is greater than 0.70, it means that the instrument has a high level of reliability.

b) If r11 = 0.70 is less than 0.70, it means that the instrument does not have a high level of reliability.

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Based on the results of the calculation of the reliability test, the Number is 0.881, which means that the instrument has a high level of reliability because the value of r11= 0.70 is greater than 0.70.

4.5.3 Training Questionnaire Reliability

Test Results The results of the reliability test can be seen in the table below :

Table. 4.5.3

Training Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
.765	12

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(Rafiq, 2020) Rafiq, M., Zhang, X., Yuan, J., Naz, S.,& Maqbool,S. (2020), Measuring the mediation of organizational performance through PLS-smart and Supardi (2002:420), in the value table of the t distribution table, to determine the validity of the items, a significant level of 5% is used to test one party with the understanding that a set of questions is declared reliable, if the correlation coefficient obtained (r11) is more or the same, namely:

a) If r11 0.70 is greater than 0.70, it means that the instrument has a high level of reliability.
b) If r11 0.70 is less than 0.70, it means that the instrument does not have a high level of reliability.

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Based on the results of the calculation of the reliability test, the number is 0.765, which means that the instrument has a high level of reliability because the value of r11= 0.70 is greater than 0.70.

4.5.4 Policy Questionnaire Reliability

Test Results The results of the reliability test can be seen in the table below.

Table. 4.5.4

Policy Reliability Test Results

Policy Reliability Statistics

Cronbach's Alpha	N of Items
.74	1

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Kafetzopoulos, D. (2020). states that in the value table of the distribution table, to determine the validity of the items, a significant level of 5% is used to test one party with the understanding that a set of questions is declared reliable if the correlation coefficient obtained (r11) is more or the same, namely:

a) If r11 = 0.70 is greater than 0.70, it means that the instrument has a high level of reliability.
b) If r11 = 0.70 is less than 0.70, it means that the instrument does not have a high level of reliability.

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Based on the results of the calculation of the reliability test, the number is 0.746, which means that the instrument has a high level of reliability because the value of r11=0.70 is greater than 0.70. Kafetzopoulos, D. (2020). Performance management of SMEs: A systematic literature review for antecedents and moderators.

4.5.5 Skill Questionnaire Reliability Test Results

The results of the reliability test can be seen in the table below :

Table. 4.5.5

a. Skill Questionnaire Reliability Test Results
Reliability Statistics

Cronbach's Alpha	N of Items
791	12

(McManus, 2021) states that in the value table of the t distribution table, to determine the validity of the items, a significant level of 5% is used to test one party with the understanding that a set of questions is declared reliable if the correlation coefficient obtained (r11) is more or the same, namely:

a) If r11 = 0.70 is greater than 0.70, it means that the instrument has a high level of reliability.

b) If r11 = 0.70 is less than 0.70, it means that the instrument does not have a high evel of reliability.

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Based on the results of the calculation of the reliability test, the number is 0.791, which means that the instrument has a high level of reliability because the value of r11 = 0.70 is greater than 0.70. 4.5.6. Motivation Questionnaire Reliability Test Results The results of the reliability test can be seen in the table below.

Table. 4.5.5
b) Reliability Test Results

Reliability Statistics

Cronbach's Alpha	N of Items
.84	1

Supardi (2002:420) states that in the value table of the t distribution table, to determine the validity of the items, a significant level of 5% is used to test one party with the understanding that a set of questions is declared reliable if the correlation coefficient obtained (r11) is more or the same, namely:

a) If r11 = 0.70 is greater than 0.70, it means that the instrument has a high level of

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b) If r11 = 0.70 is less than 0.70, it means that the instrument does not have a high level of reliability.

Based on the results of the calculation of the reliability test, the number is 0.841, which means that the instrument has a high level of reliability because the value of r11 = 0.70 is greater than 0.70.

4.6 Explanatory Factor Analysis (EFA)

4.6.1 Education variable

Table 4.6.1

Education KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.843**
Bartlett's Test of Sphericity	Approx. Chi-Square	1833.670
	Df	7
	Sig.	.000

The KMO value obtained is 0.843 greater than 0.5, indicating that the number of sample respondents is sufficient. Figures Sig. Significance of the Bartlett's Test of Sphericity Produces a number of 0.000 < 0.05, so that the conclusion is there is a relationship between the variables being tested. This means that the exploratory factor analysis can be carried out.

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Tabel 4.6.1

a) Total Varian Explaned.

		Initial	Eigenvalues	Squared	Loadings	
Factor	**Total**	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	6.905	53.112	53.112	6.387	49.132	49.132
2	1.403	1.403	63.908			
3	1.097	8.440	72.349			
4	.823	6.333	78.681			
5	696	5.352	84.033			
6	.586	4.509	88.542			
7	.396	3.045	91.587			
8	270	2.074	93.661			
9	.245	1.881	95.542			
10	.215	1.652	97.194			
11	154	1.184	98.378			
12	123	948	99.326			
13	088	674	100.000			

Total Variance Explained
Extraction Method: Maximum Likelihood.

Eigenvalues indicate the relative importance of each factor in calculating the variance of the thirteen variables analyzed. The sum of the eigenvalues for the thirteen variables is equal to the total variance of the thirteen variables. The arrangement of eigenvalues is always sorted from the largest to the smallest, with the criteria that eigenvalues below 1 are not used in calculating the number of factors formed. Based on the analysis's findings, shows there is 1 number greater than 1, which means that there is 1 factor that is able to explain 49.132% of the education variable as a whole.

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Table 4.6.1

b) Factor Matrix[a]

	Factor
	1
Question number 12	889
Question number 13	864
Question number 11	851
Question number 10	824
Question number 8	786
Question number 9	758
Question number 7	681
Question number 6	676
Question number 1	623
Question number 2	597
Question number 4	458
Question number 5	446
Question number 3	424

Extraction Method: Maximum Likelihood
a.1 Factors extracted five iterations are required.

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Because the number of factors is only one, question number 12 has the largest factor value of 0.889, and question number 3 has the smallest factor value of 0.424.

4.6.2 Training Variables

Table 4.6.2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.765**
Bartlett's Test of Sphericity	Approx. Chi-Square	661.423
	Df	36
	Sig.	.000

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The KMO value obtained is 0.765 (greater than 0.5), indicating that the number of samples (respondents) is sufficient. Figures Sig. (significance) from the Bartlett's Test of Sphericity resulted in a number of 0.000 < 0.05, so the conclusion was "there is a relationship between the variables being tested". This means that exploratory factor analysis can be carried out.

Table 4.6.2

a) Total Variance Explained

	Initial Eigenvalues			Squared Loadings		
Factor	**Total**	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	4.063	45.144	45.1443.	3.469	38.548	38.548
2	1.119	12.436	57.580			
3	1.095	12.165	69.744			
4	681	7.568	77.312			
5	650	7.224	84.537			
6	496	5.509	90.046			
7	422	4.693	994.738			
8	. 282	3.136	97.874			
9	191	2.126	100.000			

Extraction Method: Maximum Likelihood

Eigenvalues indicate the relative importance of each factor in calculating the variance of the thirteen variables analyzed. The sum of the eigenvalues for the Thirteen variables is equal to the total variance of the thirteen variables

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The arrangement of eigenvalues is always sorted from the largest to the smallest, with the criteria that eigenvalues below 1 are not used in calculating the number of factors formed. Based on the analysis's findings in the table, shows there is 1 number greater than 1, which means that there is 1 factor that is able to explain 38.548% of the training variables as a whole.

Table 4.6.2

b). Factor Matrix[a]

Table Faktor Matrix[a]

	Factor
	1
Question number 1	764
Question number 7	704
Question number 2	673
Question number 8	644
Question number 6	634
Question number 9	626
Question number 4	549
Question number 5	544
Question number 3	364

Extraction Method: Maximum Likelihood.
a.1factors extracted. 5 iterations required.

Because the number of factors is only one, question number 1 has the largest factor value of 0.764, and question number 3 has the smallest value of 0.364.

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4.6.3 Policy Variables

Table 4.6.3

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**873**
Bartlett's Test of Sphericity	**Approx. Chi-Square**	994.790
	Df	28
	Sig.	000

The KMO value obtained is 0.873 (greater than 0.5), indicating that the number of samples (respondents) is sufficient. Figures Sig. Significance from the Bartlett's Test of Sphericity resulted in a number of 0.000 < 0.05, so the conclusion was "there is a relationship between the variables being tested". This means that exploratory factor analysis can be carried out.

Table 4.6.3

a) KMO and Bartlett's Test

Factor	**Initial Eigenvalues**	**Extraction Sums**	**Squared Loadings**			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.953	61.913	61.913	4.549	56.862	56.862
2	.888	11.105	73.018			
3	.772	9.648	82.666			
4	.422	5.275	87.941			
5	.352	4.400	92.341			
6	255	3.188	95.529			
7	.218	2.724	98.253			
8	140	1.747	100.000			

Extraction Method: Maximum Likelihood.

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Eigenvalues indicate the relative importance of each factor in calculating the variance of the thirteen variables analyzed. The sum of the eigenvalues for the thirteen variables is equal to the total variance of the thirteen variables. The arrangement of eigenvalues is always sorted from the largest to the smallest, with the criteria that eigenvalues below 1 are not used in calculating the number of factors formed. Based on the analysis's findings in the table, shows there is 1 number greater than 1, which means that there is 1 factor that is able to explain 56.862% of the policy variables as a whole.

Table: 4.6.3
b} Factor Matrix[a]

Factor Matrix[a]

	Factor
	1
Question number 7	856
Question number 4	841
Question number 3	836
Question number 5	808
Question number 6	756
Question number 2	738
Question number 8	631
Question number 1	495

Extraction Method: Maximum Likelihood.
1 factor extracted iterations required.

Because the number of factors is only one, question number 7 has the largest factor value of 0.856, and question number 1 has the smallest factor value of 0.495.

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4.6.4 Skill Variable

Table. 4.6.4

Skill KMO and Bartlett's Test

Table Skill KMO and Bartlett's Test

Kaiser-Meyer-Olkin Sampling Adequacy	**Measure of**
Bartlett's Test of Sphericity	**Approx. Chi-Square**
	Df
	Sig.

The KMO value obtained is 0.830 (greater than 0.5), indicating that the number of samples (respondents) is sufficient. Figures Sig. (significance) from the Bartlett's Test of Sphericity resulted in a number of 0.000 < 0.05, so the conclusion was "there is a relationship between the variables being tested". This means that exploratory factor analysis can be carried out.

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Table 4.6.4

a) Total Variance Explaine
Total Variance Explained

Factor	**Initial Eigenvalues**		**Extraction Sums of Squared Loadings**			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.026	55.845	55.845	4.562	550.66	50.686
2	1.094	12.155	68.000			
3	. 757	8.408	76.408			
4	. 698	7.752	84.159			

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Factor	Initial Eigenvalues		Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
5	473	5.252	89.411			
6	348	3.867	93.278			
7	317	3.521	96.800			
8	.172	1.915	98.715			
9	116	1.285	100.000			

Extraction Method: Maximum Likelihood.

Eigenvalues indicate the relative importance of each factor in calculating the variance of the thirteen variables analyzed. The sum of the eigenvalues for the thirteen variables is equal to the total variance of the thirteen variables. The arrangement of eigenvalues is always sorted from the largest to the smallest, with the criteria that eigenvalues below 1 are not used in calculating the number of factors formed. Based on the analysis's findings in the table, shows there is 1 number greater than 1, which means that there is 1 factor that is able to explain 50.686% of the skill variable as a whole.

Table 4.6.4

b) *Factor Matrix*[a]

	Factor 1
Question number 4	828
Question number 6	784
Question number 5	764
Question number 8	740
Question number 9	727
Question number 3	713
Question number 7	695
Question number 2	628
Question number 1	465

Extraction Method: Maximum Likelihood.
a.1 factors extracted. 5 iterations required.

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Because the number of factors is only one, question number 4 has the largest factor value of 0.828, and question number 1 has the smallest factor value of 0.465

4.6.5 Motivation Variable

Table 4.6.5

Motivation, KMO, and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**900**
Bartlett's Test of Sphericity	Approx. Chi-Square	2119.902
	Df	9
	Sig.	000

(Garg, 2020)The KMO value obtained is 0.900 (greater than 0.5), indicating that the number of samples (respondents) is sufficient. Figures Sig. (significance) from the Bartlett's Test of Sphericity resulted in a number of 0.000 < 0.05, so the conclusion was "there is a relationship between the variables being tested". This means that exploratory factor analysis can be carried out.

Table 4.6.5

a) Total Variance Explained

Factor	**Initial Eigenvalues**		**Extraction Sums of Squared Loadings**			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.718	55.130	55.130	7.156	51.114	51.114
2	1.764.	12.601	67.731			
3	967	6.906	74.637			
4	719	5.134	79.771			

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Factor	Initial Eigenvalues		Extraction Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
5	.584	4.169	83.940			
6	462	3.298	87.238			
7	421	3.005	90.243			
8	338	2.417	92.660			
9	259	1.848	94.509			
10	. 23	1.651	96.160			
11	16	1.139	97.299			
12	15	1.096	98.395			
13	13	943	99.338			
14	09	662	100.000			

Extraction Method: Maximum Likelihood.

(Teoh Choon Hung1, 2023), eigenvalues indicate the relative importance of each factor in calculating the variance of the thirteen variables analyzed. The sum of the eigenvalues for the thirteen variables is equal to the total variance of the thirteen variables. The arrangement of eigenvalues is always sorted from the largest to the smallest, with the criteria that eigenvalues below 1 are not used in calculating the number of factors formed. Based on the analysis's findings in the table, shows there is 1 number that is greater than 1, which means that there is 1 factor that is able to explain 51.114% of the motivation variable as a whole.

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Table. 4.6.5.

b) Factor Matrix[a]

	Factor 1
Question number 12	.885
Question number 13	.858
Question number 11	.849
Question number 8	.788
Question number 10	.784
Question number 9	.763
Question number 7	.728
Question number 5	.695
Question number 6	.667
Question number 2	.644
Question number 1	.632
Question number 4	.612
Question number 3	.493
Question number 14	.458

Extraction Method: Maximum Likelihood 1 factors extracted. 6 iterations required.

Because the number of factors is only one, question number 12 has the largest factor value of 0.885, and question number 14 has the smallest value of 0.458.

4.6.6 Business Performance Variables

Table 4.6.6

a) Business Performanc

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KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.891**
Bartlett's Test of Sphericity	Approx. Chi-Square	1259.483
	Df	5
	Sig.	.000

The KMO value obtained is 0.891 (greater than 0.5), indicating that the number of samples (respondents) is sufficient. Figures Sig. (significance) from the Bartlett's Test of Sphericity resulted in a number of 0.000 < 0.05, so the conclusion was "there is a relationship between the variables being tested". This means that exploratory factor analysis can be carried out.

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Table 4.6.6

b) Total Variance Explained

Factor	**Initial Eigenvalues**	**Extraction Sums of Squared Loadings**				
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.892	53.564	53.564	5.407	49.152	49.152
2	. 1.417	12.881	66.445			
3	. .854	7.762	74.207			
4	. .710	6.454	80.661			
5	. 458	7.762	84.823			
6	414	3.762	88.585			
7	. 88.585	2.863	91.447			
8	28	2.577	94.025			
9	. 25	2.339	96.364			
10	22	2.081	98.445			
11	17	1.555	100.000			

Extraction Method: Maximum Likelihood

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L. F. Muhamad, R. Bakti, M. T. Febriyantoro, Kraugusteeliana, & A. M. A. Ausat, (L. F. Muhamad, 2023) Do innovative work behavior and organizational commitment create business performance A. M. A. Ausat, (A. M. A. Ausat, 2022) or A.Widayani, I. Rachmawati, N. Latifah, & S. Suherlan, (2022). Eigenvalues indicate the relative importance of each factor in calculating the variance of the thirteen variables analyzed. The sum of the eigenvalues for the thirteen variables is equal to the total variance of the thirteen variables.

The arrangement of eigenvalues is always sorted from the largest to the smallest, with the criteria that eigenvalues below 1 are not used in calculating the number of factors formed. Based on the analysis's findings in the table, shows there is 1 number that is greater than 1, which means that there is 1 factor that is able to explain 49.152% of the overall business performance variable A. O. Torgaloz, M. F. Acar, & C. Kuzey,S. Handoyo, H. Suharman, E. K. Ghani, & S. Soedarsono,(2023).

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Table 4.6.6

c) Factor Matrix[a]

Factor Matrix

	Factor 1
Question number 8	785
Question number 5	781
Question number 2	766
Question number 4	764
Question number 7	750
Question number 1	736
Question number 11	722
Question number 9	642
Question number 10	634
Question number 3	461
Question number 6	467

Extraction Method: Maximum Likelihoo
a)1 factors extracted. 5 iterations required.

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Because the number of factors is only one, question number 8 has the Largest factor value of 0.785, and question number 6 has the smallest factor Value of 0.467.

4.7 SEM Analysis

4.7.1 Multicollinearity

Test The next test is to see if there is multicollinearity and singularity in a combination of variables. Indications of multicollinearity and singularity can be seen in the determinant value of the sample covariance matrix, which is really small or close to zero.

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The output of the calculation of the determinant of the sample covariance matrix is obtained as follows: The determinant of the sample covariance matrix is.000. From the output of the calculation of the determinant of the sample covariance matrix, it can be seen that the value of the determinant of the sample covariance matrix of 0.000 is close to zero. Thus, it can be concluded that there is no multicollinearity or singularity in the data of this study; however, it is still acceptable because the other SEM assumptions are met. (Haryono and Wardoyo, 2012: 277).

4.7.2 Confirmatory Factor Analysis

SEM analysis requires the data to be normally distributed to avoid bias in data interpretation that may affect other data. The measurement of data normality is carried out simultaneously with the model suitability test process through computational calculations using Amos software. The results of observations Farthest From the Centroid Mahalanobis Distance are as attached on page 474.

The calculation results show that there are still outliers in the data, so it is necessary to clean the data. Data with probability (p), namely p1 or p2, whose value is smaller than 0.05, experience outliers. Data that does not experience outliers must have p1 and p2 values > 0.05, thus indicating that there are no significant differences between data and data groups. Based on the normality test using Amos software, Assessment of normality after the data is free from outliers

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Table 4.7.2.

Variable	Min	max	skew	c.r.	kurtosis	c.r.
Y3_3	2	5	-0.817	-4.526	0.469	1.299
Y3_2	1.5	5	-1.164	-6.447	1.213	3.359
Y3_1	1.5	5	-0.811	-4.493	0.344	0.954
Y2_1	2	5	-0.82	-4.541	0.262	0.724
Y2_2	1.5	5	-0.893	-4.947	0.749	2.073
Y2_3	1.75	5	-0.99	-5.483	0.745	2.062
Y2_4	1.667	5	-0.801	-4.436	0.266	0.737
Y2_5	1.5	5	-0.858	-4.753	0.443	1.227
Y1_2	1	5	-1.28	-7.088	1.937	5.364
Y1_1	1.667	5	-1.296	-7.176	1.317	3.646
X3_1	2	5	-1.072	-5.939	0.993	2.749
X3_2	1.5	5	-1.104	-6.112	1.007	2.787
X2_1	1	5	-0.809	-4.479	0.878	2.432
X2_2	1.667	5	-1.251	-6.927	1.357	3.757
X2_3	1	5	-1.138	-6.305	1.465	4.055
X1_1	2	5	-1.075	-5.954	0.816	2.258
X1_2	1.833	5	-1.105	-6.117	1.034	2.862
Multivariate					71.584	19.102

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From this table, the data is declared abnormal because the c.r. (critical ratio) value of 19.102 does not meet the requirements for data normality, namely -2.58 < c.r. < 2.58.

4.8 SEM Exam Results

4.8.1 Model Fit Test

Table 4.8.1

Model test results

Based on the results of the model test above, it can be explained as follows:

Table 4.8.1.

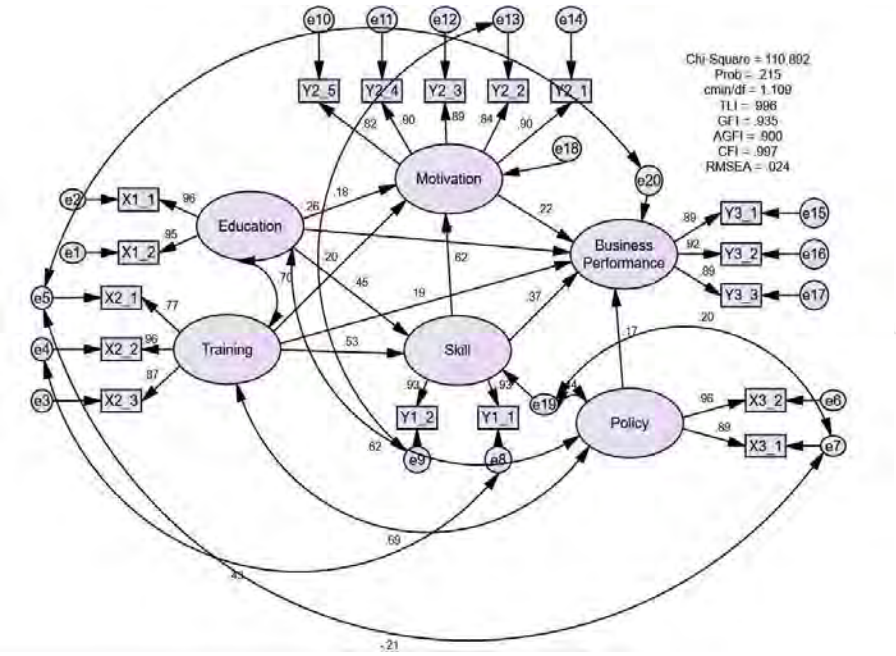
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Goodness-of-fit Model

***Goodness-Of-Fit* (GOF)**	**Analysis Results**	***Cut Off Value***	**Evaluation model**
Chi-square	□2 = 110.89 P = 0.215	Probabilitas ≥ 0,05	Good
TLI	0.996	TLI > 0.90	Good
GFI	0.935	GFI > 0.90	
AGFI	0.900	AGFI > 0.90	
CFI	0.997	CFI > 0.90	Good
RMSEA	0.024	RMSEA ≤ 0.08	Good

Model test results



Source: Ghozali (2020) & Wijanto (2020)

Based on the existing GOF criteria, GOF is fulfilled, and it is concluded that the model fits the data.

4.8.2 Convergent Validity

Test a convergence validity test is obtained from the measurement data of each variable model or measurement model. This test is carried out to

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determine the validity of each estimated indicator by measuring the dimensions of the concepts tested in the study. If each indicator has a value critical ratio that is greater than twice the error or standard error, it indicates that the indicator has measured what it should have measured in the model presented (Ferdinand,2002). Based on the existing GOF criteria, GOF is fulfilled, it is concluded that themodel is fit with the data.

4.8.3 Convergent Validity Test

Convergent validity test is obtained from the measurement data of each variable model or measurement model. This test is carried out to determine the validity of each estimated indicator by measuring the dimensions of the concepts tested in the study. If each indicator has a value critical ratio that is greater than twice the error or standard error, it indicates that the indicator has measured what it should have measured in the model presented (Ferdinand, 2002).

Tables. 4.8.3

Regression Weights on Factors

		Estimate	S.E.	C.R.	P	Lable
Skill	← - Educatio n	.455	.061	7.403	***	
Skill	← - Training	.529	.065	8.114	***	
Motivation	← - Education	.169	.062	2.734	.006	
Motivation	← - Training	.186	.066	2.814	.005	
Motivation	← - Skill	.580	.089	6.492	**	

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			Estimate	S.E.	C.R.	P	Lable
						*	
Performance	<---	Education	.175	.025	6.858	***	
Performance	<---	Training	.196	.028	7.030	***	
Performance	<---	Policy	.170	.031	5.408	***	
Performance	<---	Motivation	.235	.056	4.170	***	
Performance	<---	Skill	.374	.071	5.271	***	
1_2	<---	Education	1.000				
X1_1	<---	Education	.945	.034	28.006	***	
X2_3	<---	Training	1.000				
X2_2	<---	Training	1.016	.052	19.620	***	
X2_1	<---	Training	.950	.072	13.165	***	
X3_2	<---	Policy	1.000				
X3_1	<---	Policy	.884	.047	18.807	***	
Y1_1	<---	Skill	1.000				
Y1_2	<---	Skill	1.086	.045	24.070	***	
			Estimate	**S.E.**	**C.R.**	**P**	**Lable**
Y2_5	<---	Motivation	1.000				

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			Estimate	S.E.	C.R.	P	Lable
Y2_4	<---	Motivation	1.064	.068	15.674	***	
Y2_3	<---	Motivation	.998	.064	15.555	***	
Y2_2	<---	Motivation	.964	.068	14.095	***	
Y2_1	<---	Motivation	1.060	.068	15.613	***	
Y3_1	<---	Performance	1.000				
Y3_2	<---	Performance	1.000	.047	21.342	***	
Y3_3	<---	Performance	.888	.046	19.434	***	

The table above shows that the critical ratio is twice as large as the standard error, this indicates that all items in the study are valid for each research variable.

Through the AMOS program, the results of the regression weights between latent variables, which are often called loading factor estimates or lambda values, can be analyzed and calculated. In addition to the degree of freedom (df), the value of c.r. or t count can also be known. Based on the significance of t arithmetic with probability (p) = 0.05. The results of the causality test regression weights are as follows:

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Table. 4.8.4

Evaluation of the Causality Test Regression Weight

			Estimate	S.E.	C.R.	P	Lable
Sl	<---	Education	.455	.061	7.403	**kil*	
Skill	<---	Training	.529	.065	8.114	***	
Motivation	<---	Education	.169	.062	2.734	.006	
Motivation	<---	Training	.186	.066	2.814	.005	
Motivation	<---	Skill	.580	.089	6.492	***	
Performance	<---	Education	.175	.025	6.858	***	
Performance	<---	Training	.196	.028	7.030	***	
Performance	<---	Policy	.170	.031	5.408	***	
Performance	<---	Motivation	.235	.056	4.170	***	
Performance	<---	Skill	.374	.071	5.271	***	

4.9 Hypothesis testing

4.9.1 Effect of education on skills

H0: Education has no significant effect on Skill

H1: Education has a significant effect on skill

Because the p value is 0.000 < 0.05, H1 is accepted, meaning that education has a significant effect on skills. (Fleming, J., Rowe, A. D., & Jackson, D. 2021) .

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According to (Cao, 2023) or Cao, X., Ji, S., & Liu, X. (2023). Education is t prepare humans to solve life problems in the present and in the future. According to Ha,N. T. N., & Duong, N. V. (2022),education is a linked activity and includes various elements that are closely related to one another. Mc Manus, L., & Rook, L. (2021)Mixedviews in the academy: academic and student perspectives about the utility of developing work-ready skills. Education is transferring values, knowledge, experience, and skills to the younger generation as an attempt by the older generation to prepare the life functions of the next generation, both physically and spiritually. Ng, P.M., Wut, T. M., & Chan, J. K. (2022). Enhancing perceived employability through work integrated Learning. Education Training, argued that education is preparing and growing students or human individuals, whose process takes place continuously from the time he is born until he dies.

According to McManus, L., & Rook, L. (2021). Mixed views in the academy: academic and student perspectives about the utility of developing work-ready skills , education is an activity carried out by humans consciously and programmatically in order to build a good personality and develop the abilities or talents that exist in individual humans in order to achieve certain goals or targets in life. Based on the description above, it can be concluded that education is an effort to prepare and equip the younger generation with

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knowledge, experience, and the ability to solve problems, whose process lasts from birth to the end of life, both physically and spiritually.

Dean, B. A. (2023). (Dean, 2023) Some types of education include general education and special education. General education is education that has levels from the bottom up and discusses various aspects of science. Meanwhile, more specific education is related to business development, such as education that studies information technology (IT). Even with more specific education related to the business world and skills to create and develop businesses, especially in the education and knowledge of the younger generation, now it is easier to create and develop businesses, especially with education in the IT field, such as maintenance swallow birds maintenance, which are highly supported by education and skills in the field of technology, making it easier for swallow owners to run and develop their business.

Dean, B. A. (2023). The education needed is formal, non-formal, and informal. Formal education includes school activities; non-formal education covers the family environment; and informal education includes community activities. Education that is important in this business includes skills education and job training, both regulated by the government and non-government or private

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vocational schools, starting from the senior high school level and higher undergraduate education relevant in the field of IT with a special concentration in software relevant to aquaculture. Swallow birds maintenance , vocational education that applies computer technology programs that can engineer sound and information networks, which include creative efforts to create audio and
know the sound frequency level according to variations in the sound of birds, especially swallow birds maintenance sound,

According to the English-Indonesian dictionary (Echols, 1996, p. 600), "training is practice, education. Based on the opinion of Mulder J, Hamaker E. 2020, it is stated that the definition of "training is knowledge related to an individual's work in the future. Meanwhile, Andrews, J., & Ramji, K. (2020), it is stated that training is a program that is implemented because it is assumed to increase the ability of employees to be able to carry out their duties efficiently. Training, according to Manullang, is the provision of assistance to employees so that these employees can develop to a higher level of intelligence, knowledge, and ability. This training is an immediate application of knowledge and skills, so it is more practical in nature Berndtsson, I., Dahlborg, E., & Pennbrant, S. (2020). States, Training can be determined as a process by which skills, knowledge, and attitudes are acquired and translated into actions. If interpreted correctly, training is a process where ability, knowledge, and

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behavior are converted into action.

Based on the opinion of**,** (Ng, 2022) the types of training themselves can be broadly grouped into three parts, namely: a) Individual Training/On- the-Job Training 1. Job Instruction Training 2. Internshipsm3. Cross-Training b) Off the Job Training 1. Classroom Training 2. Simulation Exercises 3. Computer-based training c) Selecting audio visuals for off-the-job training Cao, X., Ji, S., & Liu, X. (2023). Educational inequity and skill formation differences experienced by floating rural students in the process of urbanization. Dean, B. A. (2023). A training method that occurs in the workplace, is generally in the form of technical skills training, and focuses more on increasing productivity quickly. Fleming, J., Rowe, A. D., & Jackson, D. (2021). Employers as educators: the role of work placement supervisors in facilitating the transfer of skills and knowledge. Ha, N. T. N., & Duong, N. V. (2022), argues that on-the training is training through direct practice.

4.9.2 Effect of training on skills

H0: Training has no significant effect on skills.

H2: Training has a significant effect on skills.

Because the p value is 0.000 < 0.05, then H2 is accepted, meaning that training has a significant effect on skills.

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(Machda Namora Aglaonema, 2023).This type of training is to train prospective entrepreneurswho are already doing swallow business but have not gotten the expected results, such as the need for training in making the sound of swallow colonies to easily call swallow colonies to approach and enter to live in the building and be able to stay overnight for nesting and development. Entrepreneurs who take part in the training also need to know how to install a swallow bird caller sound device both for external calls and internal sounds inside the building; they also need training in building interior planning; and they need training in making stable humidity and temperature standards according to swallow colonies.

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There are several definitions of skills. (Dorris Yadewani*)1, 2023)**,** skill is the ability to operate work easily and carefully. Berndtsson, I., Dahlborg, E., & Pennbrant, S. (2020). Work-integrated learning as a pedagogical tool to integrate theory and practice that skill is the ability to act and fulfill a task. Skills require two things, namely, basic skills and the training needed to develop these skills. Andrews, J., & Ramji, K. (2020), argues that skill is the ability to do work easily and precisely. Cao, X., Ji, S., & Liu, X. (2023). Skill is defined as the capacity needed to perform several tasks, which are the result of training results and experience gained. Baumane-Vītoliņa I. et al. (2022)**,** skills are the capacities needed to perform a set of tasks that are developed as a result of training and

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experience.The results of the experience and training produce skills that are divided into two stages, namely: a. compilation (lower-level skill) in this stage, the individual only learns these skills in outline and in a short or limited time Christian M, Merisa M. 2020.

4.9.3 The effect of education on motivation

H0: Education has no significant effect on motivation.

H3: Education has a significant effect on motivation.

Because the p value is 0.006 < 0.05, we accept H3. It implies that motivation is significantly influenced by education.

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According to SISDIKNAS Law No. 20 of 2003, education is a conscious and planned effort to create a learning atmosphere and learning process so that students actively develop their potential to have spiritual and religious strength, self-control, personality, intelligence, noble character, and the skills needed by themselves, society, and the state.

(Amin, 2023)**,** explains that motivation can be in the form of basic, internal, or intensive encouragement outside of individuals or prizes. Motivation is the process of generating, maintaining, and controlling interest. Another opinion regarding motivation was also expressed by Dhanhani, A., & Abdullah, N. H. (2022). The

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relationship between transformational leadership behaviour, organization's mission and employees job performance and motivation is seen as a mental drive that drives and directs human behavior, including learning behavior.

Rahman, A., Munandar, S. A., Fitriani, A., Karlina, Y., & Yumriani. (2022). Based on the understanding of motivation above, it can be interpreted that motivation is an encouragement that someone has to do something and also a giver of direction in his behavior, one of which encourages someone to learn. One of the implementations of educational rules is associated with the efforts of (Mochklas, 2022) to explain that motivation can be in the form of basic, internal, or intensive drives. Palupi, D. A. P., Cahjono, M. P., & Suprayitno. (2023).

(Palupi, 2023) say that the effect of leadership, organizational climate, and employee motivation is seen as a mental drive that drives and directs human behavior, including learning behavior in the swallow birds maintenance business related to the development of new businesses and the use of technology, which always follows developments in the business world, especially in swallow bird maintenance (Fink, D., T. Auer, A. Johnston, M. Strimas-Mackey, O. Robinson, S. Ligocki, W. Hochachka, C.Wood, I. Davies, M. Iliff, and L. Seitz. 2020). Garrison, B. A.

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and A. Turner, (2020). Bank Swallow (Riparia riparia), Health Canada. 2021a. Maintenance of swallow bird follows the times according to technological advances, especially in the field of audio software. Indonesia in 1990, swallows were still alive and thriving in caves with natural conditions untouched by humans. Living naturally in caves, entrepreneurs saw the potential for this business to be very promising because the price of nests was very expensive. Entrepreneurs learned to cultivate using technological tools in empty homes, which have long lived their inhabitants, and the humidity temperature is similar to where the colony is in Goa, in the coastal areas and Forest Mountain where there are Cave.

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The maintenance swallow bird industry needs to understand some of the views of previous researchers regarding swallow bird and their environment, such as the following researchers; Imlay, T.L., S. Saldanha, and P.D. Taylor. 2020. on autumn migratory movements in Bank Swallows, Riparia riparia Canada, Boynton, C. pers. communications 2020, Chassiot, L., P. Lajeunnesse and J.-F. Followed by Bernier. 2020. Riverbank erosion in cold environments, and the landscape of Elgin, U.S. 2020. Preserving prairie ponds for rapids. There needs to be attention to climate change such as the ECCC (Environment and Climate Change Canada). 2021. There needs to be a government policy that preserves wild bird species, including swallows bird.

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Species at risk policies regarding recovery and survival. Kardynal, K., T.D. Jardine, C.S.V. Genier, K.H. In addition, to maintain the survival of humans and wildlife, including swallows, the environment must be protected from pollution, including the impact of mercury on human and animal health. Bumelis, G.W. Mitchell, M. Evans, and K.A. Hobson. 2020.

Several previous research results and as computer technology develops in Indonesia, entrepreneurs in the swallow industry are able to manipulate audio, and humans try to imitate the sound of swallows which resemble the sound of their colonies by playing the cassette. After becoming proficient, they tried recording sound using a CD room, until finally using a plysdisk which was able to record clearer sound. The development of swallow bird maintenance businesses is proof of the application of education and knowledge through formal, non-formal and informal education so that entrepreneurs are motivated to increase personal, family, community and state income.

4.9.4 The effect of training on motivation

H0: Training has no significant effect on motivation.

H4: Training has a ignificant effect on motivation.

Because the p value is 0.005 < 0.05, H4 is accepted, meaning

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that training has a significant effect on motivation.

Ahlstedt, C., Moberg, L., Brulin, E., & Nyberg, A. (2023). Providing lifelong learning services to the community, various concepts regarding non-formal education emerged. Many parties discussed non- formal education, which was considered an education that was able to solve various problems in community education services, one of which was training activities. The term training cannot be separated from practice because the two have a close relationship. Training is an activity or work of training to gain proficiency or skills. While the purpose of training activities is to increase one's knowledge and skills so that those who are trained gain knowledge and skills in dealing with the problems faced according to the expectations and goals desired to participate in training activities Alfarizi, A. W., Haryadi, D., & Syaechurodji. (2022). Mediating Job Satisfaction in Improving Employee Performance.

Allen, W. J. C., De Keijzer, K. L., Raya-González, J., Castillo, D., Coratella, G., & Beato, M. (2023).Training is part of education, which is a means of coaching and career development as well as one of the efforts to improve the quality of human resources according to job requirements. In this study, the authors focus on the meaning of training. Many experts argue about the meaning and definition of training, but in principle, these various opinions are not much

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different.

Andreu-Caravaca, L. (2023). Effects and optimal dosage of resistance training on strength, functional capacity, provides a definition of training as a type of learning process to acquire and improve skills outside the human resource development system, which applies in a relatively short time with a method that prioritizes tactics rather than theory. In line with the opinion above, Bao, N., Zhang, T., Huang, R., Biswal, S., Su, J., & Wang, Y. (2023), training can be considered a process as knowledge, skills, attitudes, and developing personalities.

Specifically in relation to work, Bao, N., Zhang, T., Huang, R., Biswal, S., Su, J., & Wang, Y. (2023). A Deep Transfer Learning Network for Structural Condition Identification with Limited Real-World Training classifies training objectives into five areas, namely: a. updating the skills of employees in line with changes in technology. Through training, trainers ensure that employees can effectively use new technologies. b. Reducing the learning time for employees to become competent on the job c. Help solve operational problems. d. preparing employees for promotion; and e. orienting employees towards the organization. Meanwhile, Collie, R. J. (2023) and Barratt, M., Jorgensen, M., Deb, S. (Shoumi), Limbu, B., Donley, M., Buchholtz, M., Wilson, N. (2023). Staff perceptions following a training program about reducing psychotropic medication use in

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adults with intellectual, there are three main objectives that must be achieved with training, namely: a. Meet organizational needs. b. Obtain a complete understanding of work with predetermined standards and speeds and in normal and safe conditions. c. Assist organizational leaders in carrying out their duties.

The definition of training, according to According to Juliana et al., (2020) energy, physical, ideas, talents, knowledge, creativity, and those skills are human resources which is really needed for moving a company so that it can run well. Training is a short-term educational process utilizing systematic and organized procedures by which non- managerial personnel learn technical knowledge and skills for a definite purpose. Training is a short-term educational process using systematic and organized procedures so that operational employees learn working technical knowledge and skills for a specific purpose.

Arifani, Y., Mindari, R., Hidayat, N., & Wicaksono, A. S. (2023). Basic psychological needs of in-service EFL teachers in blended professional training. Training is the management of education, and training as a whole includes the functions contained therein, namely planning, regulation, control, and assessment of general activities and skills training, as well as special education and training for employees. Formulation activities, the need for

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satisfactory service delivery, guidance, licensing, and interruption Bao, N., Zhang, T., Huang, R., Biswal, S., Su, J., & Wang, Y. (2023). A deep transfer learning network for structural condition identification with limited real-World training.

Bao, N., Zhang, T., Huang, R., Biswal, S., Su, J., & Wang, Y. (2023). A Deep Transfer Learning Network for Structural Condition Identification with Limited Real- World Training. (Ghaffari, 2020) Motivation is basically a person's interaction with the particular situation they face. Within a person, there is a need or desire for objects outside of that person. Then how does that person connect between needs and situations outside the object in order to fulfill the intended needs. Therefore, motivation is a reason for a person to act in order to fulfill his life's needs. Motivation is a psychological need that has a style or direction that exists within the individual and must be fulfilledso that his psychological life is maintained in a balanced state. Initially, the need was only for basic strength. But then it turns into a vector called motivation because it has strength and direction Irfansyah. (2020).

Motivation is the existence of a desire and a need in the individual to fulfill it. Individuals who feel thirsty will direct themselves to drink something, and vice versa, individuals who feel hungry will direct themselves to eat. So in general, motivation is the

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urge to do and act Elvina, S. and Chao, L. Z. (2019). Self-motivation is the ability to motivate yourself without needing help from others by eliminating factors that weaken your own drive. Everyone has a desire or urge to act, but often this urge is weakened due to external factors. The weakening of this drive can be seen in the loss of hope and unwillingness.

(Andreas, 2022), a person's motivation can arise and grow through himself (intrinsic) and from the environment (extrinsic). Intrinsic motivation means the desire within one self to act without any external stimulation. Harahap, S.F., & Tirtayasa, S. (2020). The influence of motivation, discipline, and satisfaction work on employee performance. Motivation exists or occurs because of a person's needs that must be met immediately to get active and achieve goals. Motivation is a driving force; the fuel is need. The occurrence of motivation according to the sequence of needs that must be met.

In general, it can be said that the purpose of motivation is to move or inspire a person to have the desire and willingness to do something so as to obtain results or achieve certain goals Hidayat, A. (2021). The influence of compensation and motivation on employee performance with job satisfaction . The purpose of motivation is to increase morale and job satisfaction, increase work productivity, increase discipline, create an atmosphere of good

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working relations, increase responsibility for their duties, and increase loyalty, creativity, and participation ufrizen, J., & Sitorus, T.S. (2021, July). The influence of work motivation and job satisfaction effect of performance with work discipline**.**

4.9.5 The effect of skills on motivation

H0: Skill has no significant effect on motivation.

H5: Skill has a significant effect on motivation.

Because the p value is 0.000 < 0.05, H5 is accepted, meaning that skill has a significant effect on motivation.

(Astutik, 2022), skill is the ability to translate knowledge into practice so that the desired goal is achieved. According to (Budiningsih, 2020)**,** skill is part of knowledge management, which is a set of practices that aim to find and utilize intellectual data sources from organizations.

(Julduz, 2023) and (Antony Sentoso1*, 2024) Skills can show the specific action performed or the nature of the skill in which it is carried out. Many activities are considered skills, consisting of several skills, and the degree of mastery achieved by a person describes the level of skill. This is due to the generally accepted custom of declaring that one or more extended patterns of movement or behavior can be called skills, for example, writing, playing the

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guitar or piano, tuning a machine, walking, running, jumping, and so on. If this is used, then the word in question is a noun Hidayat,R. (2021).

The term skilled is usually used to describe a person's varying level of ability. Skill is the ability to perform work easily and accurately Kurnia, A., & Ramdani, A. (2021. Meanwhile, according to (Taufik Hermansyah 1, 2024).The effect of competence, work motivation, leadership and compentation on affective cimmitmnet and implication on performance. The term skilled is also interpreted as an act or task and as an indicator of a level of proficiency.

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(Tubagus Hedi Saepudin Hedi & Nani Sudiarti, 2024), skill is a consistent degree of success in achieving a goal effectively. Adhi, B., & Aima, M. H. (2021). Movement skills based on genetic and factors can be divided into two categories, namely: (a) phylogenetic skills, which are skills that are innate and can develop as the child gets older. (b) Ontogenetic skills, which are skills that result from practice and experience as a result of environmental influences. Thus, from the above opinion, it can be concluded that in order to achieve a good level of skill, it is necessary to pay attention to the following: First, individual or personal factors, namely the willingness and seriousness of the individual itself in the form of great motivation to master the skills being taught, Second, the

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teaching and learning process factor refers to how learning conditions can be adapted to individual potential, and the environment plays a very important role in mastering skills. Third, situational factors refer to the methods and techniques of the exercises or practices carried out. Performance management as a mediation of variable of competence and coaching skills that impacts organization sustainability. Primadi Candra Susanto, Ni Nyoman Sawitri, Hapzi Ali, Sugeng Suroso, & Istianingsih Sastrodiharjo. (2023).

(Adhi, 2021)Motivation comes from the Latin word movere, which means encouragement or driving force. (Ali H. S.,2022) Measurement of organizational citizenship behavior workload, work culture and Motivation and also Fillmore H. Standford in Mangkunegara's book (2017: 93), motivation as an energizing condition of the organism that serves to direct that organism toward the goal of a certain class. (Ali H. S., 2020) Measuring Organizational Citizenship Behavior: Workload, Work Culture and Motivation motive can be said to be a driving force from within the subject to carry out certain activities in order to achieve a goal.

(Haitao, 2021) Motivation has a very important function in an activity, which will affect the strength of the activity. Where motivation is a driving force for someone to carry out an activity. Farisi, S., Irnawati, J., & Fahmi, M. (2020) and Sardiman (2018: 25),

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there are three motivational functions, namely: a. encouraging humans to act, such as as a mover or motor that releases energy. Motivation, in this case, is the driving force behind every activity to be carried out. b. Determine the direction of action, namely towards the goal to be achieved. Thus, motivation can provide direction and activities that must be carried out in accordance with the formulation of goals. c. Selecting actions, namely determining what actions must be done in harmony to achieve goals, by setting aside actions that are not useful for that goal (Jumawan, 2023). Productivity and sustainability organization, leadership, motivation, competence.

(Mahaputra, 2021), Literature review the effect of headmaster leadership on teacher performance, loyalty and motivation. says that motivation has two functions, namely: a. directing (a directional function); Motivation plays a role in directing activities by bringing individuals closer or further away from the goals to be achieved. If the goal is something that is desired by the individual, then motivation plays a greater role. Meanwhile, if the target is not desired by the individual, motivation plays a role away from the target. b. Activating and enhancing activities (activating and energizing function). An act or activity that is not motivated or has a very weak motive will be carried out in an insincere, undirected manner and most likely will not bring results. On the other hand, if the motivation is large or strong, then it will be

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carried out in earnest, directed, and enthusiastically, so that the possibility of success will be greater.

Based on the description above, it can be concluded that motivation functions as a driving force for someone to carry out an activity and achieve an achievement. With diligent effort and especially motivation, someone who carries out the activity will be able to give birth to good achievements and goals. There are many kinds of motivation because they can be seen from various points of view. But the author will only discuss motivation from two kinds of perspectives: motivation that comes from within a person's personality, which is usually called intrinsic motivation, and motivation that comes from outside a person's personality, which is usually called extrinsic motivation. Pakpahan, W., & Noviandy Aulia, I. (2022).

(Ahmad, 2021) Intrinsic motivation and extrinsic motivation are a intrinsic motivation is the motivation that arises from a person. This motivation usually arises because of someone's hopes, goals, and desires for something, so that he has the enthusiasm to achieve it. b. Extrinsic motivation is something that is expected to be obtained from outside of a person. This motivation is usually in the form of the value of a material, such as rewards in the form of money or other incentives that are obtained for an effort that has been made.

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Meanwhile, (Rida, 2019) and Sardiman (2018: 89) says that intrinsic and extrinsic motivation are as follows intrinsic motivation is motivation that becomes active or functions without needing external stimulation because, within each individual, there is an urge to do something. b. Extrinsic motivation is motivation that becomes active or functions because of external stimuli.

4.9.6 Effect of education on business performance

H0: Education has no significant effect on business performance.

H6: Education has a significant effect on business performance. Because the p value is 0.000 < 0.05, H6 is accepted, meaning that education has a significant effect on business performance.

(Rosman Mahmood1, Ahmad Suffian Mohd Zahari1, Norlaila Ibrahim1, Nik Fazlin Hiryati Nik Jaafar1, Najihah Marha Yaacob2 2021). The effect of education on the performance of swallow bird maintenance businesses. The results of the research show that education in the swallow bird maintenance business in the research area around Tempe Lake is faced with human resources, one of which is education for entrepreneurs which is also faced with swallow bird maintenance activities. The role of education in improving quality to improve business performance is included in

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the business activities of maintenance swallows birds, considering that education is a way out of the problems faced by the bottleneck of one's knowledge in the business world which is starting to develop, including maintenance swallows bird where is very high competition in areal of research. Meanwhile, the education that swallow bird entrepreneurs participate in can be a driving of current and future business performance if it is addressed well and in line with educational programs and tools high-tech developments Kyari, A.K. (2020).

However, there are various types of education that can support and influence swallow birds industry businesses in improving business performance, such as formal, non-formal and informal education. However, not all types of education can be applied to this business, one of the more dominant ones is informal education. Marfunizah Ma'dan, Muhamad Takiyuddin Ismail, & Sity Daud (2020).

(Banha, etal, 2022)**,** (Raudatus Syaadah*1, (2022) informal education is education where people learn accidentally and this learning is not intentional to help people learn.Informal education is a family education pathway that does not have a structure such as formal and non- formal education. Informal education interacts more within the family environment, such as family activities in the form

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of independent learning and household activities and is carried out consciously and responsibly.

4.9.7 Effect of training on business performance

H0: Training has no significant effect on business performance.

H7: Training has a significant effect on business performance.

Because the p value is 0.000 < 0.05, H7 is accepted, meaning that training has a significant effect on business performance.

Andayani, T. B. N., & Hirawati, H. (2021), training is the process of systematically changing employee behavior to achieve organizational goals. Training is related to the expertise and ability of employees to carry out their current work. Training has a current orientation and helps employees acquire certain skills and abilities to be successful in carrying out their jobs. Apriyanti, R., R Sudiarditha, I. K., & Saptono, A. (2021), defines training as the process of teaching and learning using certain techniques and methods. Conceptually, it can be said that training is intended to improve the skills and abilities of a person or group of people. Usually, those who are already working in an organization whose efficiency, effectiveness, and productivity need to be improved in a directed and pragmatic manner feel the need to do so.

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Fangiziah, E. A., Agung, S., & Nurhayati, I. (2023) and Carrel in Salinding (2011: 15), put forward eight main objectives of the training program, including: a. improving performance. b. Improve employee skills. c. Avoiding managerial obsolescence d. problem solving. e. New employee orientation f. Promotion preparation and managerial success g. Improving satisfaction with needs h. development of employee personnel, it is necessary to first explain what the target of the training is. In this training, there are several main objectives to be achieved.

Kartini, T., & Zed, E. (2022), **a**rgues that the training program aims to improve mastery of various skills and work execution techniques for current needs. The training also aims to make the trainees develop quickly because it is difficult for someone to develop themselves solely based on experience without special education. This proves that self- development will be faster through training.

Kurnia, A., & Ramdani, A. (2021). And Sofiyandi in Probosemi **(2011:22)** puts forward five principles of training as follows: a. Participation, meaning that in the implementation of the training, the participants must participate actively because, with participation, they will more quickly master and know the various

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materials provided.b. repetition, meaning that it is always done repeatedly because, with these repetitions, the participants will be quicker to fulfill and remember what has been given. c. Relevance, meaning that they must be interconnected; for example, the trainees are first given a general explanation about a job before they learn the specifics of the job. d. transference, meaning that the training program must be adapted to the needs that will be faced in the actual work. e. Feedback, meaning that every training program that is implemented always needs feedback, namely to measure the success of the training program.

Prasetya N, J. E., Faizal, M., & Choirunnisak, C. (2021). Pengaruh Pelatihan Dan Motivasi Terhadap Kinerja According to Rivai (2005: 233), training will be successful if the process meets the correct training needs. Basically, the need is to meet a lack of knowledge, improve skills, or change attitudes, with varying levels of each. Training needs can be classified into: 1. Need to meet current demands this need can usually be identified by the achievements of its employees that are not in accordance with the standards of work demanded by the position. 2. Meet the demands of other positions. At any hierarchical level within the company, position rotation is often carried out. The reasons were various; some said it was to overcome boredom, some said it was to form generalists.3. To meet changing demands Changes both internal

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(system changes, organizational structure) and external (technological changes, changes in the company's business orientation) often require additional knowledge. Even though at this time there is no problem between the ability of the person and the demands of his position, the above changes can be anticipated with potential training.

Paais, M., & Pattiruhu, J. R. (2020). Effect of motivation, leadership, and organizational culture on satisfaction and employee performance, performance is the outcome of work done by an individual or group inside an organization in line with authority and duty in an endeavor to accomplish organizational goals morally, ethically, and legally. Muna, N., & Isnowati, S. (2022). The influence of work discipline, work motivation, and career development on employee performance, business performance is the culmination of all of the operations that are carried out within the organization. Liga febrina, Agusra, D., Lussianda, E. O., & Susanti, A. R. (2021, define it as a business performance level measurement including sales turnover, number of buyers, profits and sales growth. Organizational performance, often referred to as business or company performance, is an indicator of the level of success in achieving company goals. Good company performance shows the success and efficiency of company behavior.

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Lely, O., Manik, L. A., & Antasari Bancin, M. (2022), stated that business performance is the result of organizational goals achieved through the effectiveness of Strategies and techniques. Kurnia, A., & Ramdani, A. (2021)**,** state that the productivity and efficiency of an organization are obtained by satisfying employees and being sensitive to both psychological and socio-emotional needs in a comprehensive way. Jahroni, & Darmawan, D. (2022). Chung et al. (2012) explained business performance such as profit levels, sales growth, product quality, service quality, customer retention rates, successful new products in the market, and return on investment. Gunawan, L., Alifia, F., & Adji, W. H. (2022). Measure business performance using two dimensions, namely the first dimension is financial performance or performance based on marketing such as usage levels, profitability, and market share, while the second dimension is subjective performance. Subjective performance is a performance measurement based on measurements of customer and employee satisfaction, such as service quality, customer satisfaction, and employee job satisfaction.

Fauzi, A., Wibowo, A., Fikri, N., Nitami, A. D., Firmansyah, A., Lestari5, F. A.,Widyananta6, R. Y., Salsabila, T., Rahmah7, N., Pradana8, T. W., Penulis, K.,Aulia, & Nitami, D. (2022). According to **Moeheriono (2012: 95),** performance is a description of the level of achievement of the implementation of a program of activities or

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policies in realizing the goals, objectives, vision, and mission of the organization as outlined in an organization's strategic planning. Meanwhile, according to Bayu Seta, A., Sunarsi, D., Saddam, M., & Faroji, R. (2021), performance is a general term that is used in part or all of the actions or activities of an organization in a period with reference to a number of standards such as past costs projected on the basis of efficiency, accountability, management accountability, and sort of.

(Belderboos, 2020), business is an organized individual business activity to generate funds by selling goods or services in order to gain profits by meeting the needs of the community and the industry. (Ding, 2022), business is an organization that provides goods or services for sale with the intention of making a profit. George, G. & Schillebeeckx, S.J. (2022). Digital transformation, sustainability, and purpose in the multinational enterprise. Business is an activity to gain profit. Everyone, whether individuals or groups, carries out business activities to seek profit so that their life needs are met. No one does business to make a loss. Jamali, D., Jain, T., Samara, G., & Zoghbi, E. (2020).

Business is everything and the overall complexity that exists in various fields such as sales and industry, basic industry, processing, manufacturing, networking, distribution, banking,

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insurance, transportation, and so on, which then serve and enter the business world as a whole. Kavadis, N., & Thomsen, S. (2023). Business is an entity created to produce goods and services for customers. Every business enters into transactions with people. Those people pay the price because of the business. Cross-functional cooperation in business emphasizes the need for managers from different functional areas to maximize profits by achieving common goal Kiefner, V., Mohr, A., & Schumacher, C. (2022).

4.9.8 The effect of skills on business performance

H0: Skill has no significant effect on business performance.
H8: Skill has a significant effect on business performance.
Because the p value is 0.000 < 0.05, H8 is accepted, meaning that skill has a significant effect on business performance.

Astutik. Wahyu., & Sulhan, M. (2022). Skill is the ability possessed by a person to carry out an activity that requires thought and energy, and this ability is always specialized in a particular field. In order to improve performance, an employee or employees must improve the skills they currently have. By having skills that can be used at work, employees will be ready to work because they already have the skills.

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Carrying out a job cannot be separated from the skills they have; these skills give employees confidence in working because they can work in the field they have. Then the following are the aspects that exist in skills Konara, P., Lopez, C. & Shirodkar, V. (2021). **:** 1. A basic literacy skill is a basic skill or ability that is inherent in each individual; this skill includes various abilities such as listening, reading, and writing, as well as the ability to calculate. 2. Technical skill is a type of skill obtained by learning specifically in the field of engineering. Technical skills include examples of skills in operating computer equipment, repairing various electronic devices such as cellphones, televisions, and everything else; 3. Interpersonal skill is a type of ability or skill that is fundamentally owned by each individual in communicating between one individual and another individual as well as between groups. Interpersonal skills have examples, including skills in expressing a number of ideas, expressing a number of ideas and opinions, and working together in a specified work team; 4. Problem solving is a fundamental skill in a person that can potentially be implemented to solve a problem, supported by one's logical ability to think.

The skills themselves must be owned by each individual, and these skills will be very useful if the individual uses them as well as possible. According to Spencer, quoted by Budiningsih. Dinarjo.,Tjiptogoro Soehari & Marlison. (2020), aspects of skills

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are as follows: 1. Concern for order: is an urge in a person to reduce uncertainty in the surrounding environment, especially with regard to work arrangements, instructions, information, and data; 2. Initiative: an urge to act to go beyond what is required of work, to do something without waiting for orders first. This action is taken to improve or enhance work results, avoid problems arising, or create new opportunities. 3. Impact and influence: an act of persuading, convincing, influencing, or impressing so that other people want to support their agenda; 4. Information seeking is the amount of additional effort expended to collect more information.

The skills possessed by a person can certainly be used by him to carry out an activity or to do his job, so there are supporting factors or influencing factors from the skills possessed, according to Julduz, et al. (2023). Hard Skill and Soft Skill Development namely; 1. Motivation is something that generates a desire in oneself to perform various actions. It is this motivation that encourages a person to take action in accordance with the procedures that have been taught. 2. Expertise is the skill that a person has that will make him skilled in doing certain things. Expertise will make someone able to do something according to what has been taught.

Another opinion regarding skill factors is conveyed by (Astuti, 2020) that the factors that influence skills are the application of knowledge, so that a person's skill level is related to the level of

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knowledge, namely: 1. Level of education: the higher a person's education, the better the knowledge possessed. Thus, it will be easier for someone to accept and absorb new things. In addition, it can help them complete these new things. 2. Age: when a person's age increases, there will be changes in a person's physique and psychology. The more mature a person is, the more mature he is in thinking and working. 3. Experience can be used as a basis for being better than before and as a source of knowledge to obtain the truth. (Dewi, 2022)Experience that has been obtained by a person will affect their maturity when thinking about doing something.

Nowadays, these skills are very important, especially for someone who wants to be able to find a job. Various skills and work experience also become separate assessments. Some of the skills, according to Singer, are followed by Amung (2010) as follows: 1. Commercial awareness; 2. communication; 3. teamwork; 4. Negotiation and persuasion 5. Problem solving; 6. leadership; 7. organization; 8. persistence; and also motivation 9. Ability to work under pressure and remain calm in the face of a crisis 10. Confidence. In an effort to realize everything so that it becomes big goals, internal skills are very important for this continuity. The types of skills that exist, including: 1. communication; 2. personal branding; 3. skills in developing financial management strategies; 4. leadership; 5. marketing capabilities; 6. stress management; and 7.

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confidence. Business performance is an accumulation of the results of activities carried out within the company itself Mujayana, Marya. (2020).

Company performance is a view of the overall condition of the company over a certain period of time, which is the result or achievement that is influenced by the company's operational activities in utilizing its resources. Performance is often defined only as output (results) or the achievement of goals that have been measured. Performance is not just what people have accomplished but also how they achieved it. Pope, Julduz. R., & Aditama, Mint. HR (2023).

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Development of Hard Skills and Soft Skills, implementation of various basic skills and training in Non-Formal Education. Performance is the periodic determination of the operational effectiveness of the organization, parts of the organization, and its employees based on predetermined goals, standards, and criteria. Company performance refers to how well an organization achieves market-oriented goals as well as financial goals Putro, Setyono.,&Yuliadi, Koes. (2022). The Influence of Empowerment, Hard Skills and Soft Skills on the Performance of Art Studio Employees The definition of company performance was also put forward by Bastian (2001) as an illustration of the level of

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achievement of the implementation of the tasks of an organization in an effort to realize the goals, objectives, mission, and vision of the organization. Based on the aforementioned definitions of company performance, it can be concluded that company performance is the outcome displayed by an organization or the degree of task implementation success in an effort to achieve the organization's goals, objectives, mission, and vision.

Performance measurement is the process by which an organization determines the outcome parameters to be achieved by its programs, investments, and acquisitions. The process of measuring performance often requires the use of statistical evidence to determine the level of progress made by an organization in achieving its objectives. The fundamental purpose behind taking measurements is to improve performance in general. Performance measurement is also the result of a systematic assessment and is based on a group of activity performance indicators in the form of input, output, outcome, benefit, and impact indicators. Performance measurement is used as a basis for assessing the success or failure of the implementation of activities in accordance with the goals and objectives that have been set in order to realize the vision and mission. The performance measurement system is a mechanism that improves the possibilities for the company so that the implemented strategy can be successful Baumane-Vītoliņa I. et al. (2022).

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Christian M, Merisa M. (2020), there are differences between traditional and contemporary performance measurement. Traditional performance measurement is done by comparing actual performance with budgeted performance or standard costs in accordance with the characteristics of responsibility.Contemporary performance measurement uses activity as a foundation. Performance measures are designed to assess how well activities are carried out and can identify whether continuous improvement has been made. Meanwhile, according to Da Costa E, Xiong ying N. (2021). Performance measurement is the process of recording and measuring the achievement of the implementation of activities in the direction of achieving the mission through what is displayed in the form of products, services.

That is, every activity of the company must be measurable, and its relationship to the achievement of the company's future direction must be stated in the company's mission and vision. From the definition above, it can be concluded that a performance measurement system is a system that aims to help company managers assess the achievement of a strategy through financial and non-financial measuring instruments. The results of these measurements are then used as feedback, which will provide information about the achievement of implementing a plan and the point at which the company needs adjustments to planning and control activities

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Performance is very important for the progress of an organization or company; the higher the employee's performance, the easier it will be for the organization to achieve organizational goals (Kusjono & Ratnasari, (2019). Arifin et al. (2019) argue that employee performance is the work that has been achieved by a group of employees in accordance with the duties and obligations assigned to them. Activities or work processes that are in accordance with the ability to obtain the desired success are the understanding of employee performance Fauziyah IA, Baihaqi I, Persada SF. 2020**,** as work performance is created by workers in accordance with their roles within a company, performance is the true behavior displayed by employees. These experts claim that it is clear from a variety of definitions of performance that employee performance is the outcome of work done by individuals or a group of organizations in accordancewith the rules established by the organization to accomplish the goals expected by the organization.

Etymologically, business means a situation where a person or group of people is busy doing work that generates profits. The word "business" itself has three uses depending on the scope. The singular use of the word business can refer to a business entity, namely a technical and economic juridical (legal) entity that aims to make a a profit Business in the outer sense is describing all activities and institutions that produce goods or services in everyday life.

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Business can also be interpreted as all activities organized by people involved in commerce and industry that provide goods and services to maintain and improve the standards and quality of life of the community. Business is an activity carried out by individuals or organizations involving the production, sale, purchase, or exchange of goods or services with the aim of gaining profit. The word business comes from the English language, namely business, which means kindness. In a simple context, what is meant by busy is doing an activity or job that benefits someone

In general, the purpose of the business mentioned above is to provide products in the form of goods or services to meet consumer needs and benefit from the activities carried out. In the long term, the goals to be achieved are not only to meet consumer needs, but there are many other things that companies want to achieve in their business, including: Market standing is mastery of the market, which will be a guarantee for the company to obtain sales revenue and profit in the long term. 2. Innovation, namely innovation in products, goods, or services As well as innovation expertise. 3. Physical and financial resources, namely, the company has the goal of controlling physical and financial resources to develop the company to become bigger and more profitable. 4. Manager Performance and Development: The manager is a person who is operationally responsible for the company.

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The manager needs to have various abilities and expertise according to their profession. Then it is necessary to improve performance and develop the abilities of managers through a series of attractive compensation activities and a sustainable trainer development program. 5. Worker Performance and Attitude: In the long term, it is necessary to pay attention to the attitude of employees towards the company and work in order to work well. 6. Public Responsibility: Businesses must have social responsibilities such as promoting community welfare, reducing pollution.

4.9.9 The effect of motivation on business performance

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H0: Motivation has no significant effect on business performance.

H9: Motivation has a significant effect on business performance.

Because the p value is 0.000 < 0.05, H9 is accepted, meaning that motivation has a significant effect on business performance.

(Tamrin, (2021).) The term motivation comes from Latin, namely movere, which means to move (to move). Managers need to understand psychological processes if they wish to coach their employees to be successful in achieving organizational goals Hanaysha JR et al. 2022. Motivation is also defined as encouragement from within the individual based on which he

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behaves in a certain way to fulfill his desires and needs, while motivation can be interpreted as giving motives as a driving force for people to act, trying to achieve organizational goals Iskandar KA. 2020. Motivation is the ability to do something, while motive is the need, desire, or urge to do something. A person's motivation is influenced by the strength and intrinsic stimulus that exist in the individual concerned. External stimuli may also affect motivation, but motivation itself reflects an individual's reaction to the stimulus Kijkasiwat P, Phuensane P. 2020. In another formulation of motivation given by Sefnedi, Yadewani D. 2022.

The purpose of providing motivation, according to Wijaya R, Yadewani D, Karim K. (2022) and Malayu and Hasibuan (2013), is as follows: 1. Encouraging enthusiasm and morale among employees 2. Increasing employee morale and job satisfaction 3. Increased work productivity of employees 4. Maintaining the loyalty and stability of the company's employees 5. Increase discipline and reduce employee absenteeism. 6. Make employee procurement effective. 7. Creating a good working atmosphere and relationship 8. Increase employee creativity and participation. 9. Increasing the level of employee welfare.

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Classical motivation theory was proposed by (Defri Ramadan Wardiansyah., Nur Khusniyah Indrawati & Desi Tri Kurniawati 2024). According to this theory, the motivation of workers is only to be able to meet biological needs and satisfy them. Biological needs are the needs needed to maintain a person's survival Ahakwa, I., Yang, J., Agba Tackie, E., & Atingabili, S. (2021). According to Herzberg, human satisfaction consists of two things: being satisfied and being dissatisfied. Furthermore, Pittsburgh conducted a study that later gave birth to the theory of two factors motivators (job satisfaction or positive feelings) and hygiene (negative feelings or dissatisfaction with work). In this theory, motivator factors must be increased and hygiene factors reduced (Ali B. J., 2021). In the McTheory model. Clelland emphasizes paying more attention to achievement.

There are three important needs, namely: a. Achievement (need for achievement): the desire to achieve goals that are better than before (achievements). Employees will be enthusiastic about high achievement as long as the possibility for that is given the opportunity. Employees realize that only by achieving high work performance willthey be able to earn a large income. With this income, employees can meet their needs. b. Affiliation (the need for affiliation) is the need to interact with other people. Every employee needs the feeling of being accepted by others in the environment

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where he lives and works. Employees also need to feel respected because every human being feels important. c. Power is the need for power that encourages someone to work so that he is motivated in his work. The human ego wants to be more powerful than other humans, causing competition. This competition by managers must be grown in a healthy manner by motivating their subordinates so that they are motivated to work Alsafadi, Y .,& Altahat,
S. (2021).

According to (Arya, 2022)**.** Role of job satisfaction in mediation of organizational communication on hotel employee performance, every one engages in genuine conduct that is portrayed as work that is generated by workers in accordance with their responsibilities inside the

organization. Asnah, Febrianti Eka, Sabri, Antoni, & Nasfi. (2021). Claims that performance is about doing the job and the results achieved from the job. Performance is about what is done and how to do it. In the opinion of another expert, (Forson, 2021) performance is a record resulting from the function of a particular job or activity during a certain period of time. So the conclusion from the above understanding is that performance is work performance or actual achievement achieved by an employee (Jamal Ali, 2021).ompany performance is the ability of a company to manage its existing resources so that they can provide value to the company. By knowing

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the company's performance, we can measure the level of efficiency and productivity of the company. Besides that, company performance evaluation is also useful to find out the extent of a company's development. Realizing that performance is the end outcome of labour something a person is capable of achieving or group of people in a company in accordance with their respective authorities and responsibilities in an effort to achieve company goals legally, without violating the law or contradicting morals and ethics (Megawati, 2022). Company performance is something that is produced by a company over a certain period of time with reference to established standards. Measurement of company performance activities is designed to assess how activity performance and final results are achieved.

Business is all the activities carried out by an organization in order to gain profit by offering goods or services. The definition of business has a very broad perspective because both large and small organizations that offer goods or services in order to gain profit are included in the scope of business activities. The parties involved in business activities visibly start from within the company: both managers and employees, investors, potential investors, suppliers, consumers, creditors, and the government (Panjaitan, 2022). Business activities are not only activities in order to produce goods or services but also include the activities .distributing these goods or

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services (Prabowo, 2022).

Every business that is carried out has a product, and generally, these products can be classified in various ways, including based on their durability or form. Related to this classification, products can be grouped into three parts, namely: a) non-durable goods (goods that do not last long), where in general the usage time of the product is no more than a year; b) durable goods (goods that last a long time), where the use of these goods is more than a year; and c) services or services that emphasize the fulfillment of satisfaction from activities that provide benefits to other people. Based on the classification of these types of businesses, it can be seen that the service business has a prominent advantage, regardless of whether the product survives or not. Services are actions or views that can be offered by other parties that are basically intangible (not clearly stated), and the production of services can be related to or not related to physical products. A service business is considered a type of business that offers actions that are non- physical but can be related to physical products. But the most important thing in a service business is how to provide satisfaction to consumers.

In practice, there are several advantages to the service business, including (Sadiq, 2022). 1. There is no need for large capital to start a business. This happens because the service business

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only requires determination, skills, ideas, service, talent, and intelligence that can provide satisfaction for consumers. 2. It is intangible and does not recognize purchasing stock. That is, a service business does not require consistent and repetitive preparation, except for initial operating capital. 3. There is no need to other distributing, calculating, and monitoring product circulation. Service business Owners only need to focus on the services provided to consumers. 4. There is no need for product circulation. That is, there will never be a capital settlement of the product or product capital deposition caused by the unsold product in the market. 5. Service businesses do not require stock warehouses for the circulation of products or raw materials, except for reserves of materials and work equipment, which are not large in number.

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4.9.10 The effect of policy on business performance

H0: Policy has no significant effect on business erformance.

H10: Policy has a significant effect on business erformance.

Because the p value is 0.000 < 0.05, H10 is accepted, meaning that the policy has a significant effect on business performance.

(Harris Al Reza1, 2023), defines policy as a series of actions or activities proposed by a person, group, or government in a certain environment where there are obstacles or difficulties and

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opportunities to implement the proposed policy to achieve certain goals target. This opinion also shows that the idea of policy involving behavior that hasaims and objectives is an important part of the definition of policy, because after all the policy must show what is actually done rather than what is proposed in some activity towards a problem (Afandy, 2023).

(Mayolla Octavia, 2022), (Fitriany, et al. 2023) and integration with other activities (Syaini1, 2022). One of the sources of Regional Original Income (PAD) and the implementation of tax regulations Number 25 of 1999. Government policy refers to all forms of regulations or provisions implemented and enforced by the government in fields related to the swiftlet rearing industry. More specific government policy for swallow entrepreneurs is the implementation of tax regulation Number 25 of 1999. The government policy is in the form of a 10% tax cut on every sale of business results. (M.Ramaprriya, 2020), (Irwan1, 2022) and (Desy Amaliati Setiawan, 2022).

(Dyah Rahmawati, 2021) and hok, K.C., Ng, M.G., Ng, K.Y., Koh, R.Y.Tiong, Y.L., & Chye, S.M. (2021). Tthe term policy, Solichin Abdul Wahab (2008: 40–50) provides the following guidelines: a) Policy must be distinguished from decisions b) Actual policy cannot necessarily be distinguished from administration c)

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Policy includes behavior and expectations d) Policies include the absence of action or the presence of action e) Policies usually have an end result to be achieved f) Each policy has specific goals or objectives either explicitly or implicitly g) Policies arise from a process that takes place all the time h) Policies include relationships that inter-organizational and intra-organizational in nature i) Public policy, though not exclusive, concerns the key roles of government institutions j) The policy is formulated or defined subjectively (Jamilah, 2022).(Risaad, 2021) Community empowerment strategy in management of swallow's nest cultivation to increase regional original income in Kotabaru District. the term policy may be used broadly as in Indonesian foreign policy, Japan's economic policy, and or may also be used to be something more specific, as for example if we 13 stated the government's policy on de-bureaucratization and deregulation. However, both Solihin Abdul Wahab and Budi Winarno agree that the term policy is often used interchangeably with other terms such as program goals, decisions, laws, provisions, standards, proposals and grand designs (Dony Saputra, Prima Feminita Asihatka, and Elena Putri Sutanto, 2020)**.** As quoted by Arinaung (2021), Requirements and procedures for exporting swallow's nests from the territory of the Republic of Indonesia China. Policy must be distinguished from wisdom. Policy is translated with a different meaning, wisdom, which means wisdom. The definition of policy requires further consideration,

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while the policy includes the rules contained therein. James E. Anderson, as quoted by Export News Swallow's Nest 2021, reveals that policy is a purposeful course of action followed by an actor or set of actors in dealing with a problemor matter of concern" (a series of actions that have specific objectives that are followed and implemented by an actor or a group of actors to solve a particular problem).

Bird's Nest Exports by Main Destination Countries 2012-2020, the policy concept offered by Anderson is considered more appropriate because it focuses on what is actually being done and not on what is proposed or intended. In addition, this concept also clearly distinguishes between policies and decisions, which means choosing between various alternatives. Jingga, R.P., (2021) Swallow's nest entrepreneur complain about export barriers to KSP, also suggests that policy should be understood as a series of activities that are more or less related to the consequences for those concerned rather than as a stand- alone decision. The opinions of the two experts can at least explain that exchanging the term policy with a decision is wrong, because basically policy is understood as a direction

(Bagis, f., & darwaman, a.2022) Business performance of muslim smes: perceptions of training, mentoring and coaching.

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Business performance (Alqudah, et al. 2022) and other previous researcher (Otley & Pollanen, 2000). A result of the efforts of a person or organization in an activity that is in accordance with what has been determined. According to Dessler (2000:41) performance is work performance, namely the comparison between work results with established standards effect of entrepreneur psychological capital and human resources (Machmud, et al. 2019).

Several performance factors affect employee performance, characteristics of Islamic entrepreneurship and the business success of smes in Indonesia. According to (Machmud, amir, & hidayat, y. M. (2020), factors that affect performance include: Role, Trainer, Level of Work Motivation, Ability or Skills, and Education and Business. Performance Measurement. Ngatikoh, S. and Faqih, A., (2020). Business performance is a function of the results of existing activities within a company that are influenced by internal and external factors in achieving the goals set for a certain period of time. Afandy, Zaidan, Moh Agus Nugroho, Iain Sultan, and Amai Gorontalo, (2021). Business performance is a general term that is used in part or all of the actions or activities of an organization in a period with a reference to a number of standards such as projected past costs on the basis of efficiency, accountability management and such. Meanwhile, according to Amalia, Rahmi, and Sri Cahyaning Umi Salama, (2022). Business performance is a description of the

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level of achievement of the implementation of an activity program or policy in realizing organizational goals, objectives, vision and mission as outlined in an organization's strategic planning.

Arfandi, Ifal, and Sohrah, (2022), developing benchmarks for the success of company performance to achieve competitive success can be seen from four areas, namely based on: 1. Financial Perspective Where in this perspective the company is required to increase market share, increase acceptance through sales of company products. In addition, increasing cost effectiveness and asset utility can increase company productivity. 2. Customer Perspective Where the company must identify customer needs and market segments. Accurate identification of customer needs really helps companies how to provide services to customers. 3. Internal Business Process Perspective where the company must identify the processes that are most critical to achieve the goal of increasing value for customers. 4. Growth and Learning Perspective Where goals are set in the financial, customer and internal business process perspective identify where the organization must excel to achieve performance breakthroughs, while goals in the learning and growth perspective provide the infrastructure that enables ambitious goals in all three perspectives achieved. To measure business performance Febriandika, Nur Rizqi, Fajriyanti Fatimah, and Putri Wirayanti, (2022). Survey on career interest of sharia economic Rahayu

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(2013) in Shandra (2018: 7) explains using 3 indicators, namely increasing sales, increasing profits, and satisfying growth. The explanation is as follows: 1. Increase in sales Increase in sales can be measured according to the assessment of business actors with the average level of sales during the three years ended. 2. Increase in profit measurement is assessed from the average level of company profits over the last 3 years. Satisfying growth Assess how satisfied entrepreneurs are with business growth over the course of a period of 3 years.

The result of this process is the introduction of new products or services that can be used as a tool to gain profits for the company. This type of innovation reflects changes in the products and services that companies offer in the market Kha, Febri Erik Yudi, Tonich Uda, Sri Rohhaetin, Rinto Alexandro, and Dehen Erang, (2021). Socio- Economic Benefits of Swallow's Nest Cultivation for Society.

In this case, the product or service must be completely renewed in order to strengthen its position in the market Muhammad, Andy, (2020) Millennial Swallow Cultivation**.** Product innovation can be divided into three basic categories, namely: line expansion of 106 products, me-too products, and new-to-the-world products. Product line extensions are products that are relatively new to the

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market but not new to the company. Metoo product is a relatively new product for the company, but it is well known in the market. Meanwhile, new-to-the world products are new products both for the company and for the market Munir, Muhammad Alif, (2020).Detection of ncreased number of bacteria against harvesting time of swallow bird's nest'. Product innovation is a relatively new product for the industry that is produced through the company's current information technology (through expansion or synthesis) or by using new information technology Nurhaliza, Shifa, (2020) Indonesia becomes biggest exporter of swallow's Nest in the World in Pitrianti Monika (2022)..

Process innovation is defined as a new element that is introduced in the operation of products and services within the company, such as raw materials, task specifications, mechanisms, and equipment used to produce products or services Prabowo, Estu, (2015). Process innovation describes a change in the way an organization produces the final product or service of a company Shelly, Farid, and Sri Susilowato, (2021) Analysis of Swiftlet Cultivation Business in North Bontang District. Process innovation covers the stages from the conception of a new product, service, or process development, from the conception of an idea to its acceptance in the market Wahyuni, Dede Sri, (2021) review of Swallow's Nest as Functional Food' . Process innovation is the process of improving or updating production methods that will drive

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reductions in production unit costs (Baldwin, 2000). Process innovations emphasize new methods ofoperation by creating new technologies or developing existing ones Pangiuk, Ambok, & Tinjauan Etika (2019). These innovations also help companies achieve scale of savings that can be used for lower prices and costs.

(Hanaysha JR et al. 2022) Impact of innovation capabilities on business sustainability in Small and Medium Enterprises and explain that innovation is very important for the following reasons: 1. Technology changes very quickly with new products, processes and new services from competitors, and this encourages entrepreneurial businesses to compete and succeed. All one has to do is adjust to new technological innovations. 2.The effect of environmental changes on product life cycles is getting shorter, which means that old products or services must be replaced with new ones quickly, and this can happen because there is creative thinking that gives rise to innovation. 3. Today's consumers are smarter and demand fulfillment. Expectations in fulfillment of needs expect more in terms of quality, renewal, and price.

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Direct, indirect, and total influence

The magnitude of the influence of each latent variable directly (standardized direct effect) and indirectly (standardized indirect effect) as well as the total effect (standardized total effect) are summarized as follows:

Table. 4.9.10

a) Standardized Direct Effects (Group Number 1: Default Model)

	Policy	Training	Education	Skill	Motivation	Performance
Skill	.000	.528	.445	.000	.000	.000
Motivation	.000	.200	.178	.624	.000	.000
Performance	.168	.194	.169	.371	.217	.000

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b) Standardized Indirect Effects (Group number 1-Default model)

	Policy	Training	Education	Skill	Motivation	Performance
Skill	.000	.000	.000	.000	.000	.000
Motivation	.000	.330	.278	.000	.000	.000
Performance	.000	.311	.264	.135	.000	.000

c) Standardized Total Effects (Group number 1 - Default model)

	Policy	Training	Education	Skill	Motivation	Performance
Skill	.000	.528	.445	.000	.000	.000

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	Policy	Training	Education	Skill	Motivation	Performance
Motivation	.000	.530	.456	.624	.000	.000
Performance	.168	.505	.434	.506	.217	.000

d) Direct Effects, Indirect Effects, and Total Effects

Variable Direct	Direct Effect	Indirect Effect	Total Effect
Education on motivation	0.178	0.278	0.456
Skills on motivation	0,624	0.000	0.624
Training on motivation	0.200	0.330	0.530
Motivation on business performance	0.217	0.000	0.217

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Variable Direct	Direct Effect	Indirect Effect	Total Effect
Policy on business performance	0.168	0.000	0.168
Education on skills	0.445	0.000	0.445
Training on skills	0.200	0.000	0.528
Motivation on policy	0.000	0.000	0.000

Based on the influence of each latent variable directly standardized direct effect and indirectly standardized indirect effect and the total effect standardized total effect is explained as follows:

a) The direct effect of education on motivation is 0.178, the

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indirect effect of education on motivation is 0.278, and the total effect of education on motivation is 0.456.

b) The direct effect of skills on motivation is 0.624, the indirect effect of skills on motivation is 0.000, and the total effect of skills on motivation is 0.624.

c) The direct effect of training on motivation is 0.200, the indirect effect of training on motivation is 0.330, and the total effect of training on motivation is 0.530.

d) The direct effect of motivation on business performance is 0.217, the indirect effect of motivation on business performance is 0.000, and the total effect of motivation on business performance is 0.217.

e) The direct effect of policy on business performance is 0.168, The indirect effect of policy on business performance is 0.000, and the total effect of policy on business performance is 0.168.

f) The direct effect of education on skills is 0.445 the indirect effect of education on skills is 0.000, and the total effect of education on skills is 0.44

g) The direct effect of training on skills is 0.200, the indirect effect of training on skills is 0.000, and the total effect of training on skills is 0.528.

h) The direct effect of motivation on policy is 0.000 the indirect effect of motivation on policy is 0.000, and the total effect of motivation on policy is 0.000.

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4.10 The indirect effect of education on motivation through skills

The value of the direct influence of education on motivation is 0.178. The value of the direct influence of skills on motivation is 0.624. The value of the direct influence of education on skills is 0.445.

Based on the path analysis of the indirect effect of education on motivation through skills, 0.178 x 0.624 = 0.111. When compared with the direct effect of education on motivation of 0.178, 0.111 < 0.178 means that there is no indirect effect of education on motivation through skills. (Riani Alfianita, Neti Karnati, Supadi, & Moh Reza Ifnuari 2022) and La Muda (2018) states that the results of research conducted partially influence the level of education on work motivation, showing that the level of education has a significant effect on motivation through skills. It can be seen from the results of the analysis that a t value of 3.833 is obtained with a significance level of 0.000; this probability is smaller in value when compared to a significance level of 0.05, Ho is therefore turned down whereas Ha is accepted, proving that motivation via skills is significantly influenced by one's degree of education. The results of this study indicate that a person will be motivated to perform tasks influenced by the level of education that has been achieved. Because of the level of education one has, one is able to explore the capabilities one has and always tries to produce works that are maximally useful.

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Anwar, A. S., & Mubin, F. (2020). Developing teacher professionalism through teacher performance, people a new awareness to try to prepare themselves for a quality future, both through education and training, as well as upgrading and the like. Providing motivation is basically the right of people and the obligation of the organization to support the contribution of its people in order to achieve the goals that have been determined. Because giving motivation to people will automatically increase people's work enthusiasm, that person will carry out the duties and responsibilities they carry with enthusiasm. On the other hand, by giving motivation or encouragement to everyone, it is hoped that it can influence each person personally so that they can carry out their duties as effectively and efficiently as possible, in line with the goals of a better and more professional agency.

In addition to motivational and performance factors, it is possible to be influenced by training program factors. With a good and correct training program, of course, civil servants will be able to carry out their duties as well as possible, and with adequate abilities or skills, of course, they will be able to carry out their duties properly so that performance will increase. In increasing the performance capacity of people, it is important to link education and training (training) and employee motivation. If the training program with the motivation of people is felt to be fair and competitive by

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employees, then the agency will find it easier to attract potential people, retain them and motivate people to further improve their performance, so that employee work productivity increases. If a person works less enthusiastically, it is most likely because the person is bored. If this is left unchecked, it will result in a decrease in work productivity, which of course will bring losses to the organization. Because human resources play a very important role in the organization, they must receive more serious attention compared to other resources because they have thoughts, feelings, and behaviors that can affect the success of the organization.This is supported by the factors put forward by Bosica, J., Pyper, J. S., & MacGregor, S. (2021). Incorporating problem based learning in secondary schools, who state that the factors that influence performance (achievement) are ability and motivation. Performance is the result carried out by a person or an organizational unit. Good performance is an organizational goal to be achieved.

Motivation comes from move, which means encouragement or driving force. Motivation is one of the things that influence human behavior. It is also a driving force, desire, support, or need that can make someone excited by being motivated to reduce and fulfill self-drive so that they can act and act in certain ways that will bring them towards the optimal. Fitriyani, Y., Fauzi, I., & Sari, MZ (2020). Student learning motivation in courageous learning emphasized that

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motivation is formed from the attitude of employees in work situations in companies. Motivation is a condition or energy that drives employees who are directed to achieve organizational goals. It is the positive mental attitude of employees towards work situations that strengthens their work motivation for maximum performance. Understanding motivation as a process of influencing or pushing from the outside against a person or work group so that they want to carry out something that has been determined Motivation can also be interpreted as a driving force intended as a natural urge to satisfy and maintain life.

(Herman, 2020) The influence of work motivation, job satisfaction and work discipline on employee performance. Education and training are efforts to develop human resources. Use in an institution or organization is usually combined with education and training. The implementation of education and training is directed at increasing skills and knowledge and changing attitudes or work behavior of employees. Through the learning process applied to the training, it is hoped that there will be changes in the participants, namely from not knowing to knowing, from being less skilled to being skilled, from having negative attitudes and behaviors to being positive,and so on. (Hoque, K. E., Kenayathulla, H. B., Subramaniam, M. V., & Islam, R. 2020). Relationship between supervision and teacher performance and attitudes. Education and

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training can be seen as a form of investment. Therefore, every organization or agency that wants to develop education and training for its employees must receive extensive training. Human resources, or employees who occupy a certain position in the organization, do not fully have the ability to meet the requirements needed for that position

(Daud et al., 2020; Kosko et al., 2020). Said that the results of the research show that: (1) Education and training (training) have a positive and significant effect on motivation (Astriyani, et al. 2021),. (2) Employee performance is directly and significantly improved by education and training. (3) Performance is positively and significantly impacted by motivation. According to the study's findings, it may be recommended that in order to enhance employee performance, it is necessary to conduct an assessment of employees regarding the application of training in accordance with job requirements. (4) There is an indirect effect of education on motivation through skills.

4.10.1 The indirect effect of training on motivation through skills

The value of the direct effect of training on skills is 0.200. The value of the direct influence of skills on motivation is 0.624. The value of the direct influence of training on motivation is 0.200. Based on the path analysis of the indirect effect of training on motivation through

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skills,0.200 x 0.624 = 0.1248. When compared with the direct effect of training on motivation of 0.200, 0.1248 < 0.200 means that there is no indirect effect of training on motivation through skills.

Indonesia is not only known as a country that has abundant natural resources. But it also has potential for developing a broad creative economy. In the current era of globalization, in the last two years, it can be concluded that the economy in Indonesia, based on current facts, is getting better due to government policy plans. Indonesia experienced economic growth (GDP) of 3.69 percent throughout 2021, higher than in 2020, which experienced a contraction. This shows that the Indonesian state has recovered from its economic backwardness. This can be seen in the development of the creative economy that has begun to emerge.

One form of economic growth in Indonesia is the creative development of society through the creation of jobs. One of the jobs in the last 5–10 years that has been intensively developed is the swallow's nest cultivation business. The swallow's nest cultivation business has prospects for development due to the high demand for swallow's nest products. The thing that attracts the public's attention is that the cultivation of swallow's nests, besides being able to serve as the main employment, can, of course, improve the welfare of the people involved. Therefore, this is in line with the opinion expressed

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that the cultivation of swallow's nests has a significant positive influence on the economy of the Indonesian people.

Types of Swallow Birds and Their Characteristics, 31 May 2021. Swallow's Nest is a knitted swallow's saliva that is shaped like a bowl. Swallows have several characteristics that are not shared by other birds. These characteristics include carrying out almost all of its activities in the air, such as eating and reproducing, so that swallows are often called swallows. In addition, the most distinctive feature of this bird species is its ability to produce high-value suggestions. There are several types of swallows found in Indonesia, one of which is Collocalia fuciphaga. This species is a swallow that is capable of producing white nests and is the most preferred by consumers.

Tangjitmanngamkul, J., Comparative analysis of Thai bird's nest exports to the Chinese market, the existence of the swallow and the features of its nest have been known for hundreds of years. Apart from having high economic value, swallow's nest can also be used as medicine against various diseases. So far, Swallow's Nest is believed to cure various diseases such as lung disease, heartburn, cancer, anti-aging medicine, blood circulation, the respiratory tract, and even AIDS (acquired immunodeficiency syndrome). The benefits of Swallow's Nest, as stated earlier, were introduced in China.

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Activities carried out in order to maintain the sustainability of the swallow's nest through their respective efforts Activities carried out in the form of training In addition to providing provisions for understanding the community, it also motivates the community to maintain the continuity of the management of the creative economy. The creative economy is one of the concepts proclaimed to increase the welfare of a community group through services and employment. The training conducted is one of the efforts to have better skills. The skills you have will greatly influence your success in a job. The result of the training activity is that it can increase income by up to 30.

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More than before. In addition to the results, it also provides motivation to the community so that they can maintain the continuity of the swallow's nest cultivation. Motivation comes from the Latin movere, which means to move. According to Nasution, S.N., & Pasaribu, S.E. (2020)**,** Farisi, S., Irnawati, J., & Fahmi, M. (2020). Motivation is an internal condition that arouses a person to act, encourages a person tachieve certain goals, and keeps the individual interested in certain activities. According to Nurlaini, & Almasdi. (2020). Hendra, H. (2020). Motivation can be interpreted as internal and external encouragement within a person, which is indicated by desire and interest, encouragement and needs, hopes and aspirations, appreciation, and respect. Meanwhile, Amal, K., Meutia, &

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Diswandi. (2021) Fatikasari, S., Indrawati, D.S., & Murwaningsih, T. (2020). From a series of definitions given by the experts above, it can be concluded that motivation is a reason that encourages someone to do something, stop, etc. An activity to achieve a specific goal desired by the motivation. Skill is the human ability to use thoughts, ideas, and creativity to change or make something of added value so that it has a more meaningful value (Mutuku, 2020).

(Yadewani, 2023) Skills are abilities that are used to operate jobs easily and carefully (Davis in Asrori, 2020, p. 115). This means that through skill, one can do or make something easily, such as computer programming skills, soccer playing skills, writing skills, etc. Furthermore, according to Nadler (in Asrori, 2020, p. 115), skills are activities that require practice. In contrast to learning in general, which requires cognition and produces only academic products, skills require certain practices or activities in processing and learning.

Soemarjadi further explains (in Asrori, 2020, p. 115) that skills are behaviors that are acquired through learning stages. Skills come from rough or uncoordinated movements that, through gradual training, gradually turn into movements—finer movements through the process of coordinating discrimination differences and integration coordination so that a skill is needed for a particular

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purpose. In other words, skills require a conditioning process that makes a person accustomed to them so that they are good at responding to a problem that is being faced by that skill in a more contextual sense

Nurjan (2020, p. 50) explains that skills are abilities that involve motor movements or are related to nerves and muscles (neuromuscular) to perform, acquire, and master certain physical skills such as sports (gross motor skills), playing musical instruments (fine motor skills), repairing electronic goods, and others that require intensive and regular training in the learning process (Nurjan, 2020, p. 50). Meanwhile,according to Reber (1988, in Nurjan, 2020, p. 46), skill is the ability to carry out complex and neatly arranged behavior patterns in a smooth and appropriate manner to achieve certain results. Thus, skills do not only include the ability to do a technical thing but involve the embodiment of cognitive and mental functions as well.

Therefore, skills are often referred to as abilities that involve psychomotor mental activity, namely a mixture of cognitive and motor mental symptoms. Skills can also be divided into two main types, which have recently become a phenomenon that has been widely observed by researchers. Soft Skills**.** (Arina Arina, 2022)**,** soft skills are a person's skills in dealing with other

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people, interpersonal skills, and skills in self- regulation, intrapersonal skills that are able to develop maximum performance. Hard Skills Coarse Skills. Hard skills, or rough skills, are technical skills to do or do something specific in order to be able to engage in a profession, be it the ability to write creatively, repair electronic equipment, teach at school, etc.(Cao, X., Ji, S., & Liu, X., 2023) and Hidayatun (2018), the factors that directly Influence skills are motivation, which is something that generates a desire in person to perform various actions and skills (Herman, 2020); (Hoque, K. E., Kenayathulla, H. B., Subramaniam, M. V., & Islam, R. 2020) ; namely, the expertise possessed by a person will make him skilled in performing certain skills. Expertise will make someone able to do something according to what has been taught (Fleming, J., Rowe, A. D., & Jackson, D. 2021).

The swallow bird's maintenance is one of the strategies for developing a creative economy for Indonesians in general Anwar, M.C.,(2021), (Mulyatiningsih, 2011). Arinaung, Requirements and procedures for exporting swallow's nests from the territory of the Republic of Indonesia China (2021). Swallow's Nest has good sustainability potential besides having high value from an economic aspect. Therefore, it needs to be cultivated. The purpose of this service program is to provide training on Walte bird's nest cultivation in an effort to develop a creative economy for the

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community. The type of activity offered is training in an effort to increase understanding. There are three stages in the implementation of community service: the planning stage, the implementation stage, and the evaluation stage. Based on the results of the community service program, after providing training to the community, there was a significant increase in the management of the swallow bird maintenance for the community. Of course, this has an effect on income, which is up to 30% higher than before the training was provided. The conclusion is that there is no indirect effect of training on motivation through skills.

Several training methods have been described by experts, but the training in this discussion is more focused on low-level skill training, including in the management of swallow bird maintenance related to the management of swallow buildings, including training in the placement and installation of tweeters or swallow calls, which are divided into three, namely one sound of a call directed out at the entrance of the building, installation of a pulling sound inside the building, and sound settings that are arranged according to the instructor's instructions and the habits of birds entering the building.

Training on the installation of swallow chicks chirping non-stop to lure brood birds to feel at home in the building and training for building management so that the temperature and humidity remain

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stable according to the conditions in the cave where the swallow bird colony is located This training is also very important regarding the procedure for installing good fin boards so that they feel comfortable living and feel safe laying their eggs. It is also necessary to take part in training on how to harvest swallow nests so that the swallow birds maintenance are not shocked and remain silent about making new nests again after being harvested. The maintenance of swallows really needs training and skills to get better results.

4.10.2 The policy is a moderator variable.

The value of the direct effect of motivation on policy is 0.000. The value of the direct effect of policy on business performance is 0.168. The value of the direct effect of motivation on business performance is 0.217. Based on the path analysis of the indirect influence of motivation on business performance through policy, = 0.000 x 0.168 = 0. When compared with the direct effect of motivation on business performance of 0.217, 0 < 0.217 means that the policy variable does not streng then the relationship with business performance.

Fitria Sahri (2020) states that you cannot do livestock business haphazardly. Moreover, the animals that will be raised are animals that live freely in nature. Before starting, it would be better

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for you to know the rules regarding the livestock business: In Law Number 41 of 2014 concerning Amendments to Law Number 18 of 2009 concerning Animal Husbandry and Health (UU 41/2014). In Article 1, Number 16, of Law 41/2014, it has been explained that livestock business is an activity that produces products and services that support livestock farming. This means that the swallow's nest business is in the livestock sector. Meanwhile, according to the attachment to the Decree of the Minister of Agriculture Number 404/Kpts/OT.210/6/2002 concerning Guidelines for Licensing and Registration of Livestock Businesses, Part I explained that the types of livestock businesses are divided into two categories: large-scale livestock businesses and small-scale livestock businesses. So, if you want to set up a swallow farming company, you must have a permit first. This is in accordance with the Appendix to Minister of Agriculture 404/2002, Part II, Number 2, letter A.

(Kaukab, 2020)., Adawiyah, W. R., Setyanto, R. P., & Suroso, A. (2020). Public policy is important because the fall and success of a nation- state are increasingly determined by the greatness of its public policy, not by its natural resources, strategic position, or even politics. Leaders, political systems, natural resources, and strategic positions are forming factors, no longer determining factors or drivers. (Rahma, 2020) Rahma,I., Kaukab, M., & Yuwono, W. (2020).

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Public policy aims to create a culture of superiority for every human being and organization in a country; excellence is aimed at building a prosperous life that is born from the country's superiority relative to other countries and the conditions of the country in the past. The best public policy is one that encourages every member of society to build their own competitiveness and does not further plunge them into dependency patterns (Irma Indira1*, 2023).

Public policy always contains at least three basic components: broad goals, specific goals, and ways to achieve these goals. This fact makes our research look at government policies that focus on the business performance of the swallow industry, the role of policy as a moderator of business performance can weaken or strengthen the relationship between independent and dependent variables, and the intellectual capital of SME companies has an influence on the business performance of the swallow industry. One of the important factors that can also determine business success. Chinakidzwa & Phiri, (2020) (Setyati, 2015). A policy program will only become an elite record if it is not implemented (Putri, Kadir, & Nasution, 2019).

Atmaja, I.K.E., & Purnamawati, I.G.A. (2020).South Sulawesi, as one of the regions with a large number of swallow bird maintenance nest management businesses, issued a policy regarding the swallow's nest business through South Sulawesi Regional

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Regulation No. 3 of 2007 concerning business licenses for the management and exploitation of swallow's nests in South Sulawesi. This policy has the objective of preserving the environment through the management and exploitation of swallow's nests in an environmentally sound manner. In the policy, the object of a business permit for the management and operation of swallow's nests is all business locations in the South Sulawesi region whose activities are intended to manage and cultivate swallow's nests. And the subject of a business permit for the management of swallow's nests is any person or legal entity whose activities are managing and exploiting swallow's nests in South Sulawesi Chinakidzwa, M., & Phiri,M. (2020).

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Arinaung Requirements and procedures for exporting swallow's nests from the territory of the Republic of Indonesia China (2021). Swallow cultivation is ideally done in the lowlands, away from human settlements. Swallow birds maintenance cultivation is no longer carried out in certain areas far from settlements but has been carried out in the city center in residential and office areas. This has happened in many cities in Indonesia, one of which is Pekanbaru. Cultivating or breeding swallows as a business is a basic right of the community, individually and collectively. Therefore, in its implementation, especially if it is located in the vicinity of settlements, it is necessary to have regulations that regulate it. This

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is necessary so that other community rights are also fulfilled, especially to be free from pollution that occurs as a result of swallow bird maintenance cultivation. In this case, the role of the regional government is very important to prevent pollution as a form of protection for the community.

Liu Y., Scordato E.S.C., Zhang Z.Z., (2020) concluded in her research that in order to provide legal protection to the community, the Local Government of the City of Palangkaraya has drawn up regulations regarding implementing guidelines for the management and exploitation of swallow bird nests as well as complaint posts and handling due to alleged environmental pollution and/or damage. This is to solve the problems caused by swallow's nest cultivation activities, which have an impact on environmental pollution and public health problems.

Research on the regulation of the swallow's nest business was also carried out by Zhao Y.Y., Pagani-Núñez E., Liu Y., Xing X.Y., Zhang Z.Q., Pan G.J., Song L.T., Li X., Zhou Z.Y., Chen Y.Q., et al. (2022). The majority of swallow nest building owners are not originally residents of Palangkaraya City; furthermore, building construction regulations and building supervision are not socialized to the grassroots community, and there is a lack of community participation and supervision from the local government in

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supervising the spread of swallow nest building construction in Palangkaraya City.

Zhao Y.Y., et al. (2022). The effect of urbanization and exposure to multiple environmental factors on life-history traits and breeding success of Barn Swallows and Yuan (2017). Revealed that most people's perceptions of the existence of swallow breeding in the Temindung Permai Village, Sungai Pinang District, Samarinda City, are mostly disturbed or uneasy by the existence of swallow breeding in the middle of the residential area; this is due to fears of a building collapse, for high swallow's nest buildings, where the building foundation design starts from an ordinary non-storied house building instead of the multi-story house foundation design, so that there is a potential for a building collapse.

From the description of some of the studies above, it can be seen that a policy that regulates the exploitation of swallow's nests is urgently needed. The policy needed is not only regarding the objectives, requirements, and sanctions listed in the regulation. Policy implementation requires support from the quality of policy implementers, who will be the spearhead of success, as well as the community as the party that feels the impact of implementing the policy. The research subject of this paper is how to execute the management and exploitation of swallow's nest policies in South Sulawesi, as can be seen from the summary above, as well as what

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obstacles are encountered in implementing this policy.

Public policy, Sydney F.H., William A.H., Frédéric A, is whatever the government chooses to do or not to do. The concept is very broad because public policy includes something that is not done by the government when the government faces a public problem. (Zhou Q.Y., 2022). Present status and prospect of winter vegetableindustry and facility agriculture in Leizhou Peninsula. Chin. J. Trop. Agric. (2022). Budget, (2018) defines public policy as a policy established by government agencies and apparatus. Although it is realized that public policy can be influenced by actors and factors outside the government, In this context, public policy is understood as policy choices made by government officials or agencies in certain fields, for example, education, politics, economics, agriculture, industry, defense, and so on.

Kusack, J.W.; Mitchell, G.W.; Evans, D.R.; Cadman, M.D.; Hobson, K.A. (2020). Policies have policy elements, namely action programs, target groups, and implementing elements. Policy implementation is a process for implementing policies in order to achieve results Hardi, EA, & Noor, FS (2023). This opinion is almost the same as that expressed by Nugroho (2018), that policy implementation is a way for a policy to achieve its goals. Both of these opinions emphasize efforts to achieve a goal, which is the end

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point of a policy. To be able to achieve its goals, a policy can be reduced to a program that is more operational, making it easier to implement the policy.

The essence of the intention of implementing public policy is the activity of distributing policy output (to deliver policy output) carried out by implementers to the target group in an effort to realize policy goals. It is hoped that policy objectives will emerge when the policy output can be accepted and utilized properly by the target group so that, in the long run, the policy results will be able to be realized Zhao, Y.Y.; Pagani- Núñez, E.; Liu, Y.; Xing, X.Y.; Zhang, Z.Q.; Pan, G.J.; Song, L.T.; Li, X.; Zhou,
Z.Y.; Chen, Y.Q.; et al. (2022) The effect of urbanization and exposure to multiple environmental factors on life-history traits and breeding success of Barn Swallows.

Sydney, F.H.; William, A.H.; Frédéric, (2022) and A. Edwards III in Ayuningtyas et al. (2018) offers a policy implementation model with a top-down perspective consisting of communication, resources, dispositions, and bureaucratic structures. Communication means that policy implementation requires that implementers know what to do. What are the goals and objectives of the policy? They must be transmitted to the target group so that they will reduce implementation distortions. If the goals and objectives

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of a policy are unclear, resistance from the target group is likely to occur.

(Anggraini, 2021). Hutagalung, AR (2020).The Government's Role in Supervising Licensing for the Business and Breeding of Swallow Birds Based on Pekanbaru City Regional Regulation Number 3 of 2007 concerning Management and Cultivation of Swallow Nests. Resources are an important factor in effective policy implementation. Even though the contents of the policy have been communicated clearly and consistently, if the executor lacks the resources to implement it, the implementation will not be effective. These resources can be in the form of human resources, namely executive competence and financial resources. Disposition is the character and characteristics possessed by executors, such as commitment, honesty, and a democratic nature. If the executor has a good disposition, then he will be able to carry out the policy as well as what the policy maker wants. When implementers have different attitudes or perspectives from policymakers, the policy implementation process also becomes ineffective (Hutagalung, 2020).

(Irwan, 2021) The bureaucratic structure in charge of implementing policies has a significant influence on policy implementation. One of the important structural aspects of any

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organization is the existence of a standard operating procedure (SOP). Standard operating procedures become a guideline for every executor when acting. An organizational structure that is too long will tend to weaken oversight and lead to red tape, namely complicated and complex bureaucratic procedures that can cause organizational activities to be inflexible

(Nugroho, 2022) Evaluation of government policy in the development of swallow's nest businesses. The swallow's nest business in South Sulawesi is regulated through South Sulawesi Regional Regulation No. 3 of 2007 concerning Business Permits for the Management and Exploitation of Swiftlet's Nests in South Sulawesi. The policy states that every person or agency that manages and operates swallow nests must have a permit from the mayor. The permit for the management and exploitation of swallow's nests is valid for a maximum of five years and can be extended again with the approval of the mayor. Applications for permits were addressed to the South Sulawesi Animal Husbandry Service, which was then followed up with research and direct field assessments, which were carried out in a coordinated manner by the Assessment Team, namely the South Sulawesi City Planning Office, the South Sulawesi Health Service, the South Sulawesi Regional Revenue Service, the South Sulawesi Regional Development Planning Agency, the South Sulawesi Animal Husbandry, the South

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Sulawesi Government's Economic Section, and other related agencies.

Pratama, SR (2023). Analysis of the Efficiency of Management of Swallow's Nest BusinessThe regulations governing the exploitation of swallow's nests have been issued by the South Sulawesi Government. The swallow's nest breeding business in South Sulawesi is currently very disturbing to residents, especially if it is located in the center of South Sulawesi and close to residential areas, because of the sound of swallow tapes recorded loud enough to be heard in settlements as well as the emergence of several diseases that can interfere with human health, such as nausea, coughing, and several other diseases.

This swallow's nest business was built on a shophouse that was built specifically for making swallow's nests. If this problem is ignored, it will have negative impacts, including causing air pollution and disrupting residents' rest hours due to the noise of music cassettes being played in the maintenance swallow bird industry area. Apart from that, it can also damage urban order and environmental health through the development of disease seeds from swallow nests. (Ariyanti, 2022). From this review, education and training is needed to create and install swallow calls that can be adjusted automatically using sound technology and paying attention

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to the time of the call. which does not disturb the conditions around the swallow building, and maintenance on the building must be cleaned regularly so as not to disturb the surrounding community.

Setiawan, D., & Prasetyo, B. (2020), and researcher Mas Nurjito from the Indonesian Institute of Sciences (LIPI), ideally the development of swallow bird maintenance nests is carried out in the lowlands with a maximum altitude of 1,000 m above sea level. To keep the swallow birds maintenance safe, the nest must be in an area away from the disturbance of carnivorous birds. Ideally, swallow birds maintenance development is carried out in rice fields, meadows, open forests, beaches, lakes, rivers, and swamps. However, in its implementation in the field, many swallow birds maintenance breeders make swallow nests in the community.

The maintenance of swallow bird nest cultivation is a special industry for some people in Indonesia. The swallow's nest comes from the swallow's saliva, which is beneficial for health. The nests are usually used to make soup, and most of the swallow nests in Indonesia are exported to China, especially Hong Kong. Swallow birds maintenance nests have been consumed since ancient times. The health benefits are suitable for all ages. Swallow birds maintenance nest has an increased effect on the body's immune system and rejuvenates the body's organs, but does not make the

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body hot compared to ginseng (Asriadi, 2020) and (Arif Budiman, 2005: 42).

Along with China's growing economy, the demand for swallow's nest is also increasing. Therefore, the swallow bird maintenance nest industry in Asia and especially in Indonesia has also experienced an increasing impact. Swallow's nest soup is one type of food that has a sign of greatness in China, so it has many devotees, especially those from China. The swallow's nest trade began to develop in China during the Tang Dynasty (618–907). In the 20th century, the Chinese communist government forbade Chinese people to eat expensive and special foods such as swallow's nest soup. But in the late 20th century, the Chinese government became freer, so the demand for swallow nests increased again. (Widodo, 2020) and (Arif Budiman, 2005:47).

Syaini, S., Masruri, M. (2022). Indonesia is a country that produces most of the swallow bird maintenance nests in the world. Other countries that also produce swallow nests are Thailand, Malaysia, the Philippines, Vietnam, Singapore, and India. All of these countries are located in South Asia and Southeast Asia. In Indonesia, most of the swallow bird maintenance nests are produced by cultivation using swallow buildings (Cahyono, 2023) and (Eka Adiwibawa, 2000:72).

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The development of knowledge about how easy and profitable it is to cultivate swallows is increasing people's desire to cultivate swallows at home. This is related to the increasingly widespread feud to bait and bring swallows to his house. If you don't pay attention to the conditions that swallows like and there is no maintenance, it is not impossible that the swallow houses will be empty and uninhabited, and the swallows that used to nest will run away and look for other habitats. Swallow development in the world. Swallow's nest has been known as a very delicious food source since hundreds of years ago. The Chinese nation is the nation that first popularized the swallow's nest throughout the world. During the ruling Ming dynasty (1368–1644), swallow's nest dishes were very famous. In China, swallow nests are actually rare and include steps. To get swallow nests, the Chinese have to cross the waves of the South China Sea, which are famous for being fierce. Hundreds of years ago, many swallows built their nests in coral caves on the coast of the South China Sea.

The trade of the Chinese nation from the past has penetrated all corners of the world. Including the swallow's nest trade. Thus, Chinese traders selling to other countries introduced swallow nests to mainland Europe, America, and other continents. As an Exclusive Commodity. Therefore, people of Chinese descent around the world also popularized the swallow's nest. The high demand and price

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of swallows in the world make many parties, both producers, collectors, and traders, to do business. The demand is high because it tastes good and has a swallow bird maintenance nest when used as food. In addition, swallow nests are also believed to contain properties in the field of medicine and are able to increase the prestige of those who consume them. The biggest demand for swallow's nest in the world comes from China and Hong Kong. Residents of the two other countries that open swallow nests to enter their country are Japan, Thailand, Malaysia, Taiwan, and Singapore (Cahyono, 2022).

The swallow has several characteristics that other birds don't have. Their characteristics include carrying out almost all of their activities in the air, such as eating and reproducing, so that swallows are often called kites. In addition, the most distinctive feature of this bird species is its ability to produce high-value nests. Indonesia is the largest provider of swallow bird maintenance nests in the world. Exports of swallow nests are exported to various countries in Asia and Europe, as well as Australia and the United States. There are several types of swiftlets found in Indonesia. One of them is Collocalia fuciphaga. This species is a swallow that is able to produce white nests and is the most preferred by consumers.

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The factors that influence the community in choosing a swallow's nest business are the very promising profit factors. Not only are profits promising, but the swallow's nest business is one of the easiest jobs because, unlike other bird businesses, which must be provided with food and drink, swallows are animals. Wild animals that usually live in caves look for food and drink and will return to the building when they want to rest or make saliva.

According to (Damayanti, 2023) there are several motivations that influence people to choose a swallow's nest business, one of which is: a. Factors: Promising profits in the swallow's nest business, some residents build swallow buildings higher than their homes in the hope of obtaining results that can meet the economic needs of their families. The swallow's nest business also has a very high demand, and the benefits are a source of income for rural communities in Indonesia.

The export opportunity is also quite large. In Belawa sub-district, Wajo Regency, especially in Wele'e Village, is an area that is very suitable for building swallow houses because it is close to rice fields, and as we know, swallows are wild animals that predominantly live in caves and eat small insects. The results are not very promising; sometimes the community experiences crop failures in a year because the price of grain (rice) sometimes fluctuates, and

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this causes some farmers to experience crop failure while swallow's nests Besides the very expensive price per kilogram, the method of cultivation also does not consume too much calm. Like other livestock that must be provided with food and drink, the swallow's nest business is only provided with a comfortable building for the birds to live in while making nests or saliva field observations in Wele'e Village, Belawa District.

Several years ago, there were not as many swallow bird maintenance businesses in Soppeng, Wajo, and Sidrap regencies as there are now because the community had very little knowledge about the swallow's nest business, even though in Soga Village, Marioriwawo sub district, Soppeng regency, the community had been running the business for almost 20 years for swallow bird maintenance. Further, the people of Soppeng Regency, especially those adjacent to Tempe Lake, discussed and found out about this swallow's nest business with the owners of swallow's nest businesses in the sub district who had gotten better results. The swallow bird maintenance community who saw thisbusiness opportunity were open-minded, and they started one by one running the business. The development of the swallow bird maintenance business in Soppeng, Wajo, and Sidrap Regencies began, and several buyers from outside the area came to buy directly from the owners.

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Some entrepreneurs in the year 2020 stated that the reason why some people in Soppeng, Wajo, and Sidrap Regencies are pursuing the swallow bird maintenance business is because the income generated is quite high, even though the capital spent is also quite a lot, and the results obtained are also balanced with what is spent if it is managed well. The return on capital issued is also not too long, if managed properly in accordance with the conditions of the swallow bird habitat. When the swallow building is finished and ready to be inhabited by the swallow habitat, you don't have to wait long. The building visited by the swallow bird colony is a building that fits the habitat conditions of the swallow bird. Business owners really depend on their creativity in designing buildings so that swallow birds maintenance quickly occupy the building and nest, so that in the third and fourth months you can see the development of swallow nests, and some are even ready to be harvested even though the first harvest is still small. During the first harvest, the business owner must be very careful so the birds are not startled

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4.11 Summary of the Chapter

This chapter provides empirical results based on measures that are in accordance with the proposed research methodology. Before the data is used for hypothesis testing, it is filtered and tested by normality, homoscedasticity, and linearity tests. Furthermore, the researcher continued the reliability test to determine the reliability of the instrument. After that, the researcher conducted a factor analysis to identify the possible dimensions for each construct.

The researcher used the SEM program to examine the external model to determine convergent and discriminant validity. Next, the researcher assessed the structural model and focused on examining the explained variance and the analysis of the path coefficients. Next, the researcher tested the hypothesis and assessed the effect of mediation, mediation so that the researcher concluded that education has a significant effect on skills. Training has a significant effect on skills.

Education has a significant effect on motivation. Training has a significant effect on motivation. Skill has a significant effect on motivation. Education has a significant effect on business performance. Training has a significant effect on business performance, Skill has a significant effect on business performance. Motivation has a significant effect on business performance. The

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policy has a significant effect on business performance. There is no indirect effect of education on motivation through skills. There is no indirect effect of training on motivation through skills. The policy variable is a moderator variable that does not strengthen the relationship between independent variables and business performance. Next, the discussion will concentrate on the qualitative findings.

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CHAPTER 5

QUALITATIVE DATA

5.1 Introduction

The previous chapter provided findings based on quantitative analysis and hypothesis testing. This chapter presents the results of case study interviews designed to explore the variables education, training, skill, motivation, business performance, and policy as moderator variables. The details of the results in this chapter were collected through face-to-face interviews with key informants in the field who participated in this study. This chapter begins with findings from phases one, which is quantitative, and two, which is qualitative, which were collected through interviews with participants with open-ended questions. Next, the chapter continues with a cross-case analysis where a discussion of the findings is provided before concluding with a summary.

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5.2 Overview of the case study

Researchers conducted interviews with swallow entrepreneurs using open interview guidelines. The researcher gave the informant the freedom to answer questions from the researcher. The questions that researchers will ask are questions that discuss the importance of the role of education, training, motivation, skills and local government policies as moderators of the business performance of the swallow industry. The results of the interview will be used to analyze using qualitative analysis. Observations show that the income and business capital of each entrepreneur is different and there are differences in age, education, training, skills, motivation and experience.

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Researchers concentrated on interviewing owner of entrepreneurs who have had businesses for more than five years and have shown results, although the results for entrepreneurs still vary as shown in the following table: The list of discussion cases is as listed in the following list in table 5.2

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Table 5.2

List of organizations participating in the case study case study

Building	Time of Managed (Years)	Ventura Capital	Participant Designation
Case Study (Cs.A)	10	60 Million rupiah	Owner of building
Case Study (Cs.A)	8	100 Million rupiah	Owner of building
Case Study (Cs.A)	12	150 Million rupiah	Owner of building
Case Study (Cs.A)	15	60 Million rupiah	Owner of building
Case Study (Cs.A)	20	50 Million rupiah	Owner of building

5.3 Case study A

5.3.1 Background

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Conditions of the swiftlet colony, so that they are not just swallow nest entrepreneurs. If this is successful, this will also have a significant impact on the income of swallow's nest entrepreneurs. Every individual.significant effect on motivation. Education has a significant effect on business performance. Training has a significant effect on business performance.Skill has aResearchers interviewed respondents who have a swallow business that has been managed for 10 years. Respondents have a high school education and are 45 years old. The reason for the respondents setting up a swallow house business was because they had no other job besides herding cows. The respondent was inspired to do the swallow business by his uncle.

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Respondents opened a business or built a swallow house with an initial capital of 60 million rupiah. In opening a business, the initial capital used comes from the sale of cattle. Currently, they do not have workers or use the services of others to care for their swallow. The swallow nests produced by the respondent's swallow house business varied. How to market swallow nests that have been harvested is carried out or taken by swallow nest collectors by coming directly to the house. The production of super bowl swallow nests is clean, plain, and hairless.

5.3.2 The Role of Education

The conditions of the swiftlet colony, so that they are not just swallow nest entrepreneurs. If this is successful, this will also have a significant impact on the income of swallow's nest entrepreneurs. Every individual. The researcher interviewed the respondents regarding the role of education in the performance of the swallow's nest business run by the respondents and explained that:

> Education is not important for improving the performance of the swallow's nest business because people who have a high education are not necessarily successful in running a swallow's nest business. Many factors can improve the performance of the swallow's nest business,

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> namely capital, skill, tenacity, and experience. Therefore, many people who have low educations are successful in running a swallow's nest business. Referring to the respondents of the first meeting interview in Sidrap Regency.

According to the observations in the field research, some swallow entrepreneurs only follow friends and information from others who have gotten results, However, some use education and knowledge related to swallow bird maintenance by using more specific education and knowledge related to swallow bird maintenance, such as learning how to start a swallow bird business. Entrepreneurs who do swallow bird maintenance and who have education and knowledge start studying swallow colony areas by learning from YouTube, books, and other information media, including how to utilize sound technology specifically designed for swallow bird maintenance businesses. Several factors are needed that affect the performance of the swallow bird nest business, including experience, motivation, skill, and tenacity.

In line with the swallow bird maintenance business, some businessmen, despite their low educational background, have attended special training or have experience participating in various activities

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they have more control over the installation of the sound system and aeration system in the swallow bird building. It is known that education includes formal education, non-formal education and informal education, but according to researchers, all of this education is very necessary in running a business, and is very necessary in the swiftlet rearing industry which requires education related to informal education, which directly provides benefits for everyone. Business actors who run their businesses, such as swallow entrepreneurs who are oriented towards small business practices and family businesses.

Based on the explanation above, the education is not a variable that can improve the performance of the swallow's nest business. The statement of one swallow entrepreneur that higher education does not guarantee getting results in the business of swallow bird maintenance is true if you listen to it and compare it with other entrepreneurs who are already getting results in this business, but if you observe the respondents, they only see education in the narrow sense without understanding the type of education in the broad sense. Education, according to researchers, is important for every business, as explained by Eugene (2014) and Nor Hafiza Othman et al. (2016), who said education can help entrepreneurs have critical thinking and the desire to compete with others in getting business.

An appropriate educational approach in the business of swallow bird maintenance is informal education, considering that the

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informal education method originates from the family environment and association in a certain environment. For entrepreneurs who have been doing this business for a long time, they will develop it for their families or their environment. Informal education related to business learning is more of an individual learning activity carried out with an attitude of responsibility

Entrepreneurial maintenance can be obtained from daily experience; whether they realize it or not, that experience can be a teacher for those whose experience or daily association within the entrepreneur's environment can provide lessons and knowledge related to how to run a family business that has been carried out so far and provides benefits or results for his family. The infroman stated that he was interested in running a swallow bird maintenance business because he was invited by his uncle to do this business by selling livestock as capital to carry out a swallow bird maintenance business. After being invited and taught by his uncle, he succeeded in increasing his income compared to his previous job. Informal education focuses more on the family environment; some of them continue the businesses of their parents and several other businesses while adding to their experience through daily interactions with fellow entrepreneurs and the surrounding community.

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5.3.3 The Role of Training

Researchers interviewed a housewife in Panincong, Donri Donri District, Soppeng Regency, South Sulawesi, regarding the role of training on the performance of a swallow bird maintenance business run by a housewife, in addition to owning a small business with high income and a high school graduate education, explaining that:

> This training is important to improve the performance of the swallow's bird nest business because it has provided me with the tools to manage a swallow bird maintenance business. The training that I have participated in is training in financial management for swallow bird maintenance businesses and marketing the results of the swallow's nest business.

The Informant who had attended training from both private entrepreneurs, including entrepreneurs selling and buying swallow's nests, as well as entrepreneurs who had gotten better results from swallow's nests, initially, managing this business attracted the attention of friends and family who had swallow nests with a small amount of sales, but the price was high. Respondents, after attending the training, were interested in managing their two-story house, which was no longer occupied.

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The benefit of the training that the respondents attended was starting to buy a computer, then pairing a sound that resembles the sound of a swallow, and being trained on how to install and how to set Twitter, how to adjust the temperature and humidity, and that it must be dark, he said. After a while, a bird began to approach and enter, always asking the entrepreneur, who had long ago found a better swallow's nest. Even though the training was not official, it has changed my way of thinking about managing a swallow's nest business from traditional management to modern management in financial management and marketing management. Now they have been trained on how to harvest swallow nests and choose good quality, of course the price is also different.

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Training on how to properly care for and harvest swallow bird nests is very relevant to the maintenance of swallows. Entrepreneurs who have long run a swallow business know that there are several ways to harvest swallow nests. The harvesting of the bird's nests in question includes: Harvesting the loot: this loot harvesting is done when the nest is still being temporarily made, it has not had time to lay eggs, and even the nest is not yet perfect, so it is intact and has been harvested for the reason that it is clean and the price is expensive. This harvesting method forces the birds to make nests again. Because the nests that are ready to be occupied by laying eggs are confiscated by the business owner, this method of swallow bird

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maintenance does not give the swallow birds maintenance the opportunity to increase its population.

Entrepreneurs often do this by harvesting swallow's nests with an egg disposal system or moving swallow eggs that have not been incubated by their parents to other nests that are still empty. The nests are then taken in this way, which also does not have a good effect on swallow bird maintenance. Swallow because they have to force themselves to make a new nest again. This method is usually done in buildings with a large population.

In addition to harvesting spoils, harvesting by removing the eggs is also known as dropping the eggs or moving the chicks to an empty nest. This method of harvesting is also unethical. Entrepreneurs who do this usually produce nests that are later in quality because the birds force their saliva out, so ordinary bird nests are dirty and there are lots of feathers because they are too forced to salivate, especially if it is done during the dry season, considering that swallows are also living things that want to develop,like any other creature wants to be calm and feel safe.

Entrepreneurs for swallow bird maintenance use a lot of harvesting methods, including harvesting swallow nests after hatching.Swllow bird maintenance entrepreneurs follow the development of swallows from puppies, adolescents, and adults and

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reproduce by making nests. This last harvesting system is the best because the development of bird populations is not disturbed and nest production is also good. Although it is not as clean as stolen nests but still has good quality when washed, it will return similar to stolen nests if done in a proportional way.

Training is very important for every entrepreneur, especially in aiming to increase the results of his business according to the observations of researchers in the field, even though there has not been formal training specifically related to the swallow bird maintenance business, there are many new entrepreneurs who provide information and experience on training related to managing this business by using technological advice to improve their business results, according to explanations from several respondents along with technological developments in the business of swallow bird maintenance, it is necessary to follow according to technological sophistication because there are already many facilities that can improve business results by using technology because there is a lot of education and training and can provide guidance for entrepreneurs and competition and technological development is too fast.

Based on the explanation above, the training affects the performance of the swallow's nest business because the training has trained swallow bird maintenance entrepreneurs to get the production of swallow's nests and to manage their business in a more modern

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way in financial management and marketing management. The training referred to by the respondents was only individual training; however, it can give good results to entrepreneurs who swallow bird maintenance. They can run and develop their own while increasing their knowledge and experience in managing their own businesses. Initially, they did not understand how to run a bird maintenance business.

After being guided and trained according to what was needed to start a business, enthusiasm and curiosity began to appear, with people wanting to know more about how to do this business, even though the equipment was still limited.After attending the training, the mindset is more advanced, and knowing a lot makes it easy to do and develop a swallow bird maintenance business, although it still requires formal, informal, and non-formal education as well as training to keep up with the development of science and technology. Even though the training system related to the swallow bird farming business is still limited because this business is still new among indigenous entrepreneurs, if we read the history of the development of the swallow's nest business it has been hundreds of years, the only difference being that a few years ago the swallow's nest entrepreneur or collector was immediately taken in Cave,

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Currently the development of education, science and technology keeps up with the times and the improvement in the quality of human resources can master and keep abreast of global developments including the swallow bord maintenance business is growing rapidly along with human knowledge and technological sophistication that supports this business activity.The intent and purpose of the respondents taking part in the training was to learn about business and also help families, including entrepreneurs who are interested in continuing or developing this business, because if this business is properly managed, it can provide many benefits and help the family's economy. Before doing this business, the income was very limited; only small businesses with agricultural businesses had enough for daily needs. After being trained, doing this business provided benefits in household life, and they continued their original work as farmers. The role of Motivation the researcher interviewed the informan about the role of motivation in the performance of the swallow's nest business run by an anonymous person, explaining that:

According to informan explaining that: he respond manages the swallow bird maintenance business, which really helps the economy of his family. He is enthusiastic about working and feels entertained. His family also gave him serious encouragement or motivation to start a swallow's nest business because he also owns it and feels the results of it being managed properly, so he can get a lot

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because they were tempted by very high prices. Many entrepreneurs started their businesses based on motivation influenced by entrepreneurs who had already gotten good results.

> Motivation is important for improving the performance of the swallow's nest business. I opened a swallow's nest business because I wanted to make a lot of profit. I am passionate about working on maintaining swallow's nests because it can increase business income informan in Dondri Dondri Soppemg (2022).

According to respondents, several years ago they only made buildings and adjusted the conditions inside the building without requiring a lot of facilities to influence new birds to be attracted to stay and develop in them, but now there is a lot of competition in this business, coupled with sophisticated technological equipment to support the success of this business. Entrepreneurs who have the motivation to do business are not sufficiently motivated alone without the support of education, knowledge.

Maintenance business run by a housewife, in addition to owning a small business with high income and a high school graduate education, explaining that: a network communication with

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entrepreneurs who have already obtained a lot of results. Entrepreneurs need to build networks and get motivation from entrepreneurs who are already successful and have high self-motivation based on education, knowledge, experience, and information networks. Based on the explanation above, motivation influences the performance of the swallow bird industry because motivation can encourage a person to work hard and learn to manage the business well.

5.3.4 The Role of Skills Researchers

The interview with the same respondent about the role of skills in the performance of swallow's nest business explained that:

> Skills affect the performance of the swallow's nest business because people who do not have the skills to manage the business will find it difficult to manage the business. The skills that must be possessed by swallow entrepreneurs are choosing the right

The maintenance of swallow bird business have been runned by a housewife, in addition to owning a small business with high income and a high school graduate education, explaining that:Some swallow bird maintenance uses technology to call swallows bird..

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ventilation, regulate the temperature to stay in the range of 27–29 °C, and pay attention to air humidity, temperature, and pest control. disturbing the peace of the swallows inside the building, having harvesting skills so that the swallows are not disturbed, having the skills to provide additional food so that young swallows who cannot fly far for food can be found inside buildings, and skilled at arranging the placement of chirping sounds so that the birds are not startled and feel like they are with their colony inside the building (Informan: 2020).

In line with business progress and technological developments, entrepreneurs must have skills to run their businesses, especially in the swallow bird maintenance. It is not enough to just rely on production from nature because the current natural conditions are experiencing a lot of climate change, as one of the provinces of Banten was known several years ago, including swallow producers. In the west Java before it split into the province of Banten and only relied on the nature of swallow bird maintenance, one of the famous caves, namely Goa Karang Bolong.

Looking at the current developments in the Banteng area, including Pandeglang, one of the swallow-producing districts since several years ago. The development of the business world does not always improve each other like other businesses, such as the swallow

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bird maintenance business in Banten province. Currently, environmental conditions cause a lot of environmental pollution and air pollution, so that the survival of birds and other animals can be disrupted, especially the swallow bird maintenance business, due to environmental damage due to the large amount of pollution. Factories that destroy ecosystems and insect biota as food sources for swallows are automatically reduced, so that many swallows migrate to other places. The swallow bird maintenance population in an unhealthy environment causes the bird population to move in search of a safe and healthy place.

One of the areas that is still suitable for the development of swallow bird maintenance is in the South Sulawesi region, namely in the coastal area of Lake Tempe, which is still natural, there are still many sources of feed that are still easy to obtain, and the environmental habitat is still beautiful and far from air pollution and environmental noise. The Tempe Lake area is suitable for developing a swallow bird maintenance farming business, but given the high business competition, it is necessary to increase skills to support the success of this business. Running this business is not enough with just one skill; it must be supported by various skills that can support the results of this business. Entrepreneurs who have skills will more easily adapt and learn about the development of this business, including building maintenance skills and caring for swallow bird maintenance so that

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they feel comfortable living in the entrepreneur's building, and the population will increase and the nest yields will increase. Good quality can increase the price, and capable of competing in both the domestic and global markets.

Based on the explanation above, the skill greatly influences the performance of the swallow bird maintenance business because this business manager requires skills in building maintenance and processing business results. If business owners or entrepreneurs do not have skills in caring for swallow buildings, they will experience difficulties in managing and developing this business.

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5.3.5 The Role of Policy as the Moderator

Researchers interviewed respondents regarding the role of policy as a moderator variable in the performance of the swallow's nest business. Respondents explained that:

> The policies implemented by the government have had a negative impact on the performance of the swallow bird nest maintenance business because the Soppeng Regency Regional Regulation on Swallow Bird Nest Tax has received many complaints from swallow entrepreneurs. This regional regulation is

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considered burdensome for some entrepreneurs because of the 10% tax that is collected after selling the entrepreneur's swallow crops, as well as the lack of outreach to the community.

The government has never provided guidance to entrepreneurs or swallow farmers, and there are no clear rules regarding the provisions for swallow nest businesses. The government also does not determine the selling price of swallow nests, so many buyers come and offer varying prices. By levying a tax on swallow's nest of 10% of the total sales of crops, the government is very burdensome for some entrepreneurs and swallow bird maintenance. Government So far, swallow nests that are said to be exported and consumed domestically have been taxed and borne by swallow farmers, and swallow farmers and entrepreneurs have also paid income tax.

The policies that have been tried to be disseminated to entrepreneurs, swallow farmers, and the public have not received the positive response expected by the local government, as quoted in the Metro dj journalist document from Thursday, November 21, 2019. As below: BPKPD Soppeng and the Kadisjen Prosecutor's Office Hold Socialization of Bird's Nest Tax Swallow for the Soppeng Regency Region 21/11/2019.

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Figure 5.3.5

Swallow bird nest tax meeting



SOPPENG DJOURNALIST.com, quoted on December 26, 2022

The Soppeng district regional financial and revenue management agency (BPKPD) collaborates with the Soppeng District Public Prosecutor's Office to carry out Swallow's Nest Tax Socialization in the Pola room of the Regent's office, Jalan Salotungo Watansoppeng, Thursday, November 21, 2019. Heads of BPKPD Office Drs. H. Dipa and M. Si explained that this activity is in the context of enforcing Regional Regulation No. 3 of 2012 concerning regional taxes, especially Chapter XI tax on Swallow Bird Nest. The tax rate for swallow's nest is 10% of the selling price of swallow's nest at the general market price of swallow's nest that applies in the area. Regional obligatory contribution taxes are collected for regional needs to ensure the greatest amount of people's prosperity. Swallow bird maintenance nest taxpayers can make tax payments by showing a local tax notification (SPTPD) or other notification letters.

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The head of the Civil and Administrative Section of the Soppeng District Prosecutor's Office, Edy Djubang, SH, MH, when giving material, conveyed the importance of collecting swallow's nest taxes. The government must create a service counter to interact with swallow entrepreneurs. The head of the BPPKAD has the authority to conduct an inspection in order to find out how far compliance has been met in fulfilling tax obligations. (Metro djournalist: 2019).

Government policies basically have good goals for the benefit of entrepreneurs and society in general. Before implementing government policies for entrepreneurs or the community, they must socialize and present representatives from entrepreneurs so they can understand the intent and purpose of these government policies. Likewise, the government must understand the type of business and the character of the entrepreneur as well as the type of business. The business of swallow bird maintenance is a unique business, and the regional and central governments have not been able to formulate the correct procedure for calculating taxes in accordance with applicable laws, both applicable laws in each region that has swallow entrepreneurs as well as laws that apply nationally.

Entrepreneurs of swallow bird maintenance have a unique business because they only build nesting buildings and cannot be maintained like other livestock because swallow bird maintenance are

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loose and free birds and cannot be closed in a certain place. Swallow bird entrepreneurs only manage the building by creating conditions like their colony habitat in a cave, and the number of bird populations cannot be counted. Entrepreneurs only prepare a place that is in accordance with the conditions where swallow colonies are located and study the characteristics of birds; there is no standard that can be used regarding procedures for caring for swallows, and there is no direction, guidance, business development, or policies from the government.

Government policies in fostering and developing businesses need to hold formal business training so that the public can understand business-related policies, especially the obligation to pay taxes, especially for new businesses. The government policy is to burden every entrepreneur; every sale proceeds are deducted by 10% from each sale proceeds, but there are no standards issued by the government for both the type of product (nest) and product quality.

According to the explanation above, the role of the policy variable as a moderator variable on the performance of the swallow's nest business can reduce the performance of the swallow's nest business due to the fact that entrepreneurs are burdened with having to pay a tax of 10% of the total sales of swallow's nests. Entrepreneurs feel that local

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government policies are not in favor of swallow's nest entrepreneurs. Listening to the reviews of swallow business respondents who were Less enthusiastic about increasing their business, according to researchers, the government's goals are good, although they need to be disseminated to swallow bird maintenance entrepreneurs and the wider community.

5.4 Case study B

5.4.1 Backgrounds

Researchers interviewed respondents who have owned businesses that have been managed for 8 years. Respondents graduated from D3 Education at the age of 47. The reason for the respondents to open a swallow bird maintenance business was to get a lot of profit so that they could develop a swallow bird maintenance business. Initially, the respondent was invited by a friend to open a swallow bird maintenance business. Respondents started their business with a capital of $100 million.

5.4.2 The Role of Education

The researcher has interviewed infoman regarding the role of education on the performance of swallow bird maintenance businesses run by respondents, explained as follows:

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> Education and training is a form of transferring knowledge and skills from one person to another and involves activities to improve one's knowledge and skills in carrying out a particular job. Education has various types, such as formal, non- formal, and informal education. Various types need to be applied. Swallow entrepreneurs, although not all of them are highly educated, get good results. Like this, education is not the benchmark because, just by chance, it is in accordance with the habitat conditions of the swallow bird colony.

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Education does not directly teach about swallow bird maintenance; even though entrepreneurs from China have been in this business for a long time, it was only around the 2000s that it started in South Sulawesi, and not many local entrepreneurs understood; in the 2000s, no one had built buildings independently. Specifically for the maintenance of swallows, it was only by chance that the swallow colony entered someone's house that had not been inhabited for a long time, also while the owner of the house was still there, although just Sriti birds and developed were then followed by white swallows, and according to the respondent's explanation, initially Sriti birds and swallows If a bird has a swallow, occupies a nest,and lays eggs, the

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srtiti bird is not disturbed; it is even said that it takes care of the swallow's eggs until they hatch and is cared for with their chicks until they can fly, but after the swallow colony has developed and the population is large, the srtiti bird shifts or moves from place to place along with a swallow colony.

Swallow maintenance entrepreneurs who have long-studied experience can understand and distinguish the behavior of sriti and swallow bird maintenance, as stated by Hary K. Nugroho (2011):108. The sriti bird consists of several sriti birds with grass nests (Collacolia esculanta) and there are sriti birds that make nests with moss namjun moss with a little saliva (collacolia vankorensis) and are able to fly up to 40 km per hour during the dry season because they are looking for food or insects which are quite far away in certain seasons such as the dry season they have to look far away and follow the weather conditions during the rainy season there are many food sources available so they are not far away looking for food but during the dry season they quickly go out to find food and usually a little late in the morning to enter his house or nest.

The need to understand the education of entrepreneurs, especially in the business of swallow bird maintenance, is important. Experienced entrepreneurs can understand the behavior of Sriti birds and swallows from several behaviors of Sriti birds and swallows. Sriti birds are easy to adapt to, and Sriti birds, unlike swallows, must choose

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a quiet place, and feel safe from crowd disturbances, while sriti birds easily adapt without having to be in a cave under bridge columns and empty houses. According to researchers, especially entrepreneurs who want to do this business, they must have education, knowledge, and experience to make it easier.

Entrepreneurs who know the characteristics of sriti birds or swallows, according to Hary K., Nugroho et al. (2011: 109), they can more easily mark and maintain such behaviors as how to fly, do not like the smell of dirt, including free birds, and how to fly. foraging, breeding season, mating production period, nesting, laying eggs, incubation, and even feeding food to the mother Sriti or swallows feed their children for 45 days during the rainy season because the availability of feed will be easier to obtain and closer, while during the dry season it can take 50 days to feed their children because the availability of feed or food sources is quite far away.

Entrepreneurs who understand and have participated in non-formal or informal training or education can apply their knowledge in this business, such as creating humidity in the building so that the temperature remains stable or making food ingredients or extra feed, especially for young swallows who are still small and unable to fly with their parents to find food. According to the researcher, doing a swallow maintenance business needs creativity and innovation owned

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by entrepreneurs because swallows are free birds and follow developments according to natural conditions, so entrepreneurs always have to learn to pay attention and know the situation and conditions of buildings both inside and outside the building so that they are safe.

Based on the explanation above, although education does not have much of a direct effect on the swallow bird maintenance business, it still has an influence on increasing business performance and is a supporter of the success of a business by implementing education in accordance with that business. Not all education or knowledge can increase in certain businesses, such as the swallow bird maintenance business. There is no special education sector regarding swallow cultivation or swallow bird maintenance, several other fields that can support the success of swallow bird maintenance, such as education-related IT, related areas, and those related to bird farming in general.

5.4.3 The Role of Training

The researcher has interviewed the respondents about the role of training in the performance of the swallow's nest business run by the respondents and explained that:

> Training is a form of transferring knowledge and skills from one person to another and involves

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activities to improve one's knowledge and skills in carrying out a particular job.

The training that the respondents received was training in determining the swallow birds maintenance house building that was in accordance with the existing site conditions, renovating and finding unproductive swallow house problems, increasing production, developing and maintaining swallow house techniques, and changing the certificate of the house or nest into a swallow nest house that was productive, lures swallows to enter and stay, and expands it. Consultation in the field that is tailored to the needs of swallow bird houses, the arrangement between rotating chambers, and the correct way of installing fins or wood, Determining the location of the tweeter sound system, as well as how to set and determine the location of the swallow's entrance hole, and the Indonesian language, abbreviated as the bird's entrance hole (LMB), must be in the correct position so that the swallow's colony can see it more easily.

Training or the transfer of knowledge and experience from entrepreneurs who have gotten good results requires that new or old entrepreneurs have a good network of both communication and quality production . Training related to the swallow bird maintenance business includes managing and caring for it so that it is easy. Swallow bird entrepreneurs just once a week or twoweeks, to control pool

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water, sounds, and pests, according to Budiman

A. (2019:4). Swallow droppings in the first year do not need to be cleaned. Entrepreneurs need to be provided with training on procedures for cleaning dirt off the floor of the swallow building so that swallows are not surprised. If the swallow bird population has reached thousands, the entrepreneur population must routinely clean up, and the waste that is already a lot can be made into fertilizer to help farmers.

This training is very necessary because swallows prefer a clean place and do not like a strong smell, even though their own feces are strong. The entrepreneur who always cleans the swallow birds maintenance building, besides being able to increase the swallow's nest population, also gets quality nests, according to previous research. Swallow buildings that have never been cleaned of droppings can reduce the quality of the nest and change the color, and the droppings of swallow nests contain many substances, including ammonia and nitrifying bacteria (Platika Widiyani, 2021).

Entrepreneurs in swallow bird maintenance need to take part in training, especially in management and maintenance, to maintain the cleanliness and quality of swallow nest production.The existence of training in the swallow bird maintenance business can open up job opportunities for new graduates and those

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who are interested in entrepreneurship specifically in the swallow bird maintenance business. There are various trainings that can be carried out in the swallow bird maintenance business, including procedures for cleaning swallow nests.

Based on the explanation above, the training variable is a variable that can improve the performance of the swallow bird maintenance business because the community will be taught how to manage the business so they can get good results with good operational standards. Training can improve the ability of swallow nest entrepreneurs to manage their swallow bird maintenance business in the right way.

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5.4.4 The Role of Motivation

The researcher has interviewed the respondents regarding the role of motivation in the performance of the swallow bird maintenance business carried out by the imforman.

> He explained that the opportunity for the swallow's nest business is very tempting because it provides multiple benefits. The demand for swallow's nest at home and abroad is quite high. The motivation for entrepreneurs to open a swallow's nest business is to make a lot of profit.

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In running the swallow bird maintenance business, we always motivate ourselves by adhering to the principle that trying to always work better than before will produce results in the future. We always try to work professionally and responsibly to complete all work with maximum results. Swallows we always motivate ourselves by holding on to the principle and passion that working hard earns better results, and trying to always work better than before will produce better results in the future and improve performance in the swallow maintenance business. We are motivated to work with the development of technology that is more easily accessible and makes it easier for us to improve our swallow bird maintenance business.

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In accordance with the development of scientific and technological advances that make it easier for entrepreneurs to do business, the motivation of entrepreneurs is supported by technological developments that are easily accessible from anywhere. The sources are easy to get, such as via the internet, YouTube, Instagram, Facebook, And other news via Zoom. Even though technology has advanced, it is easy to access any time and any place as long as there is still a telephone network. But even so, not all entrepreneurs want to learn. Just look at other entrepreneurs and hear that bird's nests are expensive. Then they also build them, and the costs are expensive. Some don't get the results they expected. It is hoped that there are also entrepreneurs who get good results.

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According to respondents, entrepreneurs must first study before starting a business. There are some who join this business with high enthusiasm but do not understand how to choose a potential place, make a building according to what the swallow bird needs, or adjust the entrance hole (LMB) to which direction it faces according to the business environment. So in my opinion, this business requires high motivation and always learning to keep up with scientific and technological developments after having knowledge, experience, information networks, moral and material support, as well as support from families just starting a swallow bird maintenance business.

Based on the explanation above, the motivational variable is a variable that can improve the performance of swallow bird maintenance because people who open a swallow bird maintenance business want to earn a lot of money. Entrepreneurs open a swallow's nest business with great enthusiasm because, without motivation, one cannot open a swallow's nest business. Work motivation is a stimulus incentive for every entrepreneur, so that swallows bird maintenance works in carrying out their duties. With good motivation, swallow nest entrepreneurs will feel happy and enthusiastic at work, resulting in significant development and growth in their swallow bird indusrty.

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5.4.5 The Role of Skills

The researcher has interviewed respondents regarding the role of skill in the performance of the swallow's nest business and explained that:

> In my opinion, the skill of managing swallow's nests is one of the most important factors in the swallow's nest business so that the business can get good results. Without the skills to do this business, one can experience difficulties in managing it.

One of the skills that must be possessed by swallow bird maintenance entrepreneurs is the ability to determine the location of the swallow bird's building. The right location for building a swallow building is usually related to several supporting factors, such as the availability of natural food in the vicinity, the altitude, the absence of noise and pollution in that location, and the absence of natural predators. Some areas that can be used as land to build swallow buildings are as follows: Fertile agricultural land with a good irrigation system, swamps and rivers, low lands to an altitude of 600 m above sea level, pollution- free areas, an area that is quiet and not noisy, a central swallow area where many swallow buildings have had good results, and areas that are not inhabited by swallow predators Skills in management are needed to design buildings specifically swallow.

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The tweeters are attached to a piece of wood that is less than 2.5 meters in size. Location tests can be carried out in the morning, afternoon, and evening, namely at 06.00 AM until 09.00 in the morning 16.00 PM until 18.00 PM. One of the goals of this test is to find out the size of the swallow bird population in the area. If the swallow bird sound is turned on and more than 50 swallows arrive at the sound source, it means that the location is a potential location for building a swallow bird building. However, if the treatment has been carried out repeatedly but no swallows come close, it is very likely that the area is not a potential for a swallow bird maintenance business.

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Swallow bird entrepreneurs always have creativity and innovation in maintenance take care of their buildings by making puddles around them. According to the respondent's statement, the function of gutters or ponds outside the building is to provide a dampening effect on the inside of the building, retain heat from outside the building, and prevent the entry of pests and diseases into the building. Some respondents also installed slippery aluminum zinc plate on the outside of the building as a barrier for predators who wanted to enter the building, and respondents who had high skills installed lights above the entrance holes to prevent owls from entering the building at night. Respondents have several other creative ways to make the building free from intruders who want to enter at night.

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Respondents who have high skills and creativity always guard the building and create new creativity that functions as a nuisance to swallows; some of them also install syrifoms inside the building that are mounted on the wall to function as sound absorbers so that outside noise does not enter inside building and creating what birds like, swallows so that they always feel at home again and live in buildings to develop, one of which is trying to mix additional food and provide fruits such as pineapples that have fast-food insects as a food source for swallows.

Swallow bird maintenance Entrepreneurs always have creativity and innovation in building maintenance. Entrepreneurs in swallow birds maintenance take care of their buildings by making pools of water around them. According to the respondent's statement, the function of gutters or pools outside the building is to provide a damping effect on the inside of the building, retain heat from outside the building, and prevent the entry of pests and diseases into the building. Some respondents also installed aluminum in the form of a slippery zinc plate as a protector or barrier for predators who would enter the building, and respondents who had high skills installed lights above the entrance holes to prevent owls from entering the building at night. Informan have several other creative ways to make the building free from intruders who want to enter at night. The high skills and creativity always guard the building and create new creativity.

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A nuisance to swallows, some of them also install syrifoms inside the building that are mounted on the wall to function as sound absorbers so that outside noise does not enter inside. Building and creating what birds like swallows so that they always feel at home again and live in buildings to develop, one of which is trying to mix additional food and provide fruits such as pineapples that have fast-food insects as a food source for swallows bird.

Several creative ways for entrepreneurs to raise swallows to increase their business results are through skills in preparing additional food and other food treatments by providing mashed fruit, but there are lots of insects as food for swallows, so entrepreneurs must be smart. in choosing fruit that can produce a lot of insects. Like cassava tape, some even make use of corn by placing it in buildings, and soon many insects appear because the place is damp, so the insects don't linger in crowds. But the insects produced from corn are less attractive to swiftlets, maybe because their skin or wings are hard. Unlike insects that produce fruit, the additional food that humans produce, besides being very limited, can also have a negative impact if the number of populations in the building too large.

Swallows are wild and free birds that instinctively are more used to looking for food in the open, swallows fly farther to find food depending on the weather conditions outside.During the dry season,it

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is usually around 06.30, there is already money to find food, and it is far but usually back late. Whereas in the rainy season, it is rather slow to get out of place and prefers to huddle near the rotating building to enjoy the weather when it is rainy and drizzling. In the rainy season, the swallow's habit of looking for food is not too far away, making nests does not take long, and the results are super good because the saliva is abundant because the food is easy to get and there is lots of it.

Entrepreneurs, apart from giving away fruit, are already rotten, have lots of insects, and can only last a few weeks. After that, entrepreneurs have to throw away the pulp or take it out of the building because it can disturb birds if it turns into trash and can attract pregators. Therefore, entrepreneurs have to throw it away from the building. Swallows like clean places and don't like strong smells. Swallows, when making nests, hang out of the nest and throw the dirt outside. Entrepreneurs who always clean their buildings by removing dirt from inside get good results. Entrepreneurs who keep swifts who already know the characteristics of swallow bird find it easier to enter and leave the building, and swallows are not disturbed, said the respondent. These birds have a very sensitive sense of smell, sight, and hearing, so it is a habit of building owners or workers to always enter and know their smell and treatment, such as cleaning time, time to fill

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the basin or bucket, and harvest time. Swallows have sensitive hearing, sight, and smell, and supersonics are able to hear and see from a distance and have high instincts. According to respondents, entrepreneurs always have funds, and workers who come into buildings have certain clothing; even if they are new or want to enter the building, it is best to wear swallow perfume, which usually blends with the smell of the swallow colony.

Apart from wearing perfume, workers who want to enter the building must also be equipped with masks and head coverings to protect against impact due to dark places such as caves, complete with head lamps. When using a headlamp when entering a building, the headlamp should be directed at the floor and not directly upwards to avoid startling bird colonies. Before entering the building, prepare swallow perfume spray, pest perfume, and other tools needed to harvest or clean the dirt that disturbs the swallow bird maintenance. When harvesting the nest, if there are pests such as ants, cockroaches, and others, spray them straight away. You no longer need to choose when to enter the building to spray the pests, and the benefit of bringing swallow perfume is that the smell is always stable and no foreign odors enter the building other than the smell of the swallow colony.Based on the explanation above, the skill variable that can improve the performance of the swallow bird industry.

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5.4.6 The role of policy as the moderator

The researcher has interviewed respondents regarding the role of policy as a moderator on the performance of the swallow bird maintenance business run by the respondents, explaining that:

> According to Article 11, Paragraph 2, of the contents of Regional Regulation Number 8 of 2011, it is stated that every tax payer (swallow's nest entrepreneur) is obliged to pay the tax owed by the taxpayer based on the tax laws and regulations.

This means that every person who carries out business activities such as taking or exploiting swallow's nests has an obligation to pay taxes to the local government. However, until now, there are still many entrepreneurs cultivating swallow's nests in Wajo Regency, especially in Tanasitolo Subdistrict, who are running their businesses and have not fulfilled their obligations to the Wajo Regency government. This policy makes swallow-nest entrepreneurs feel reluctant to pay taxes.

Based on the explanation above, the policy variable acts as a moderator variable that reduces the performance of the swallow bird nest business because swallow's nest entrepreneurs have to pay taxes,

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which can reduce their income. Procedures for payment and billing based on Regional Regulation of Wajo Regency Number 8 of 2011 concerning Swallow's Nest Tax: The Regent determines the due date for payment and deposit of tax payable no later than 30 (thirty) working days after the time the tax becomes payable. SKPDKB, SKPDKBT, and STPD. The abbreviation that stands for is SKPDKB Underpaid Local Tax Assessment Letter, SKPDKBT Additional Underpaid Local Tax Assessment Letter, and STPD Regional Tax Collection Letter, as well as Correction Decisions, Objection Decisions, and Appeal Decisions, which cause the amount of tax to be paid to increase.

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These are the basis for tax collection and must be paid within a maximum period of one month from the date of issuance. At the request of the taxpayer, the Regent may give approval to the taxpayer to repay. Regarding procedure for deposit, place of payment, installments, and postponement of tax payments, they are in a Regent's Regulation. Taxes payable based on SKPDKB, SKPDKBT, STPD, Rectification Decision Letters, Objection Decision Letters, and Appeal Decisions that are not paid or are underpaid by the tax payer on time can be billed with amforced letter. Tax collection by force letter is carried out based on statutory regulations.

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5.5 Case study C

5.5.1 Backgrounds

Researchers interviewed respondents who have a swallow bird maintenance business that has been managed for 12 years. Respondents graduated from high school education (SMA) at the age of 50. The reason for the respondent to open a swallow bird mintenance business is that he wants to be an entrepreneur so that he can provide happiness for his family.

5.4.1 The Role of Education

The researcher has interviewed the respondents regarding the role of education in the performance of the swallow bird maintenance business that has been run by the respondents. He explained that:

> In my opinion, education is not an important factor for the performance of a swallow maintenance entrepreneur because my friends who have less education have succeeded in running this swallow business.

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According to researchers, after interviewing respondents, they stated that education does not guarantee increased results in the swiftlet business because based on experience several years ago, it has the advantage that there is still a lack of effort in raising swiftlets and does not require technological equipment. calling swallows to empty houses that are still occupied. . Residents, according to several respondents, those who were successful in Soga Village initially did not use technological tools to call swallow colonies, but instead entered bird colonies. Their house and they don't know how to take care of it.

According to information, the owner of the swallow business was the first to collaborate with Arabs in managing it with a profit sharing system until now as explained in chapter 3. However, The Soga Village, Mario Riwawo District, and Soppeng Regency are the centers of swallow bird colonies and competition. using very high-tech tools. to call birds. into a building specially designed to house swallows. Several years ago, according to informants, education had little effect on improving the performance of swallow businesses because many people who were successful in running businesses had low education. However, now the swallow nest business is determined by the various methods used by entrepreneurs in managing the swallow industry business, including choosing a strategic location, using technological tools.

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5.5.3 The Role of Training

The researcher has interviewed respondents regarding the role of training in the performance of the swallow bird maintenance business run by the respondents, explaining that:

> In my opinion, training is a very important activity for people who are going to open a swallow bird maintenance business. This training can increase the community's ability to master the aspects needed to open this business, such as how to make houses or buildings and how to harvest swallow bird nests.

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According to the respondent, training for swallow bird maintenance is mostly informal; if there is any formal or non-formal training, it may be only related to technological tools that can be used for swallow bird maintenance. The large number of self- taught swallow birds maintenance instructors may be different in each region, and the information that entrepreneurs get from instructors can also vary. So, in my opinion, it is better to study with entrepreneurs or families who are in our closest environment, including our families, because different environments provide different information and different methods. Running a swallow bird maintenance business, at first I didn't know anything, and my friend

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only had a low education. Started the business by learning automatically while following the behavior of birds, such as when there are birds nesting on a fin board or in other places such as walls or certain places, so I learned the weather, humidity, and temperature. A few years ago, we did not know that there were thermometer and hydrometer temperature gauges. Now that they are available, all that is left is to store them in the building and hang them in a safe place so that the temperature of the room can be automatically determined. The temperature gauge inside the building can be determined by the temperature and humidity, as well as the condition of the birds in that place. If there is a room or place where there are not many bird nests, we will study what the problem is, starting with dirt from the damp floor, where nesting is, or maybe there are other disturbances.

I have been in the swallow bird maintenance business for 12 years. I am still learning and practicing managing the building so that the swallows feel comfortable living, staying, and growing, especially the swallows bird need to pay attention to the place and conditions inside the building. Swallows like a clean and safe place where there should be no disturbance, especially swallow children who cannot fly or cannot follow their parents looking for food outside the building.Therefore, various exercises have been tried, such as preparing additional food for swallow children so that they feel at home living in the building, making pools of plastic, and flowing

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water in the pipesflowing from the walls so that the humidity is stable, so there is no specific teacher or instructor who has to guide. We follow the most important thing we learn and practice at our place of business. Sometimes we make experiments studying the behavior and character of birds, and after we practice the results of the trials from our training results, If our trials are successful in increasing the nest population, we will develop new nests in other rooms where the nest population is lacking, with the aim that the nest population in the building can be evenly distributed so that the performance of swallow bird maintenance business can increase through self-taught and informal training.

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Based on the explanation above, training has an important role as a variable that can improve the performance of the swallow's nest business because of the maintenance of swallows. Training is very important for entrepreneurs to increase income from swallow's nests. Training on the development of swallow nest production so that it develops by protecting the entire ecosystem, such as food sources, product processing, and washing swallow nests to clean dirt and feathers attached to nests, to improve production quality and maintain cleanliness and authenticity, Bird nests that are clean and of good quality according to the grade level can increase their selling price, which is more expensive when compared to those that are still dirty. The results of this training can improve the good results,

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5.5.4. The Role of Motivation

The researcher interviewed the respondent regarding the role of motivation in the performance of the swallow's nest business run by the respondent, explaining that,

> In my opinion, motivation is a very important encouragement for me to work hard in increasing the profits of the swallow's nest business. My family's encouragement is also a strength for me to maintain this business. (Respondents, in Sidrap District, 2020)

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Listening to the respondents' explanations, the motivation for the business of swallow bird maintenance must be high because this business is unique compared to other businesses, it is requires a lot of experience, knowledge, and information in accordance with specific technological developments. The maintenance of swallows must have high motivation because this business is unique, and the production of nests is very expensive, so it can get good profits. For other birds, cages or a certain place are given food every day, while swallows only make a place and adjust the conditions in the colony habitat; They don't need to be fed every day; they can find food in the wild because it is a free-range bird and breeds in the wild.

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The development of the era is modern, and in line with developments in education, science, and technology, they are developing rapidly, so that entrepreneurs who are creative and innovate are swallowing birds. entrepreneurs must run their businesses and must pay attention to the environment around the business, such as audio sound, which should not disturb the surrounding community in various ways so that swallow maintenance businesses can provide mutual benefits to both entrepreneurs and the local government and to the surrounding community.

The swallow's nest business must have prime motivation, have physical and spiritual strength, and have the intention and ability to develop and increase morale (Suyanto, 2010). Entrepreneurs who raise swallows have various things to do so that the birds will want to live and nest. Entrepreneurial motivation must be carried out painstakingly and patiently, based on knowledge, always at the fore front of technological developments, and in collaboration. Regarding the explanation of the respondent above, the motivational variable is important to increasing the performance of the swallow bird maintenance business because the community can have the strength and enthusiasm to advance the business if the community has motivation can be increased through the family, and internal motivation can be increased by the desire to succeed as an entrepreneur in swallow bird maintenance

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5.5.5 Role of Skills

The informant argue that skills are an important aspect of increasing the profits of the swallow's nest business. The skill that must be possessed by swallow maintenance entrepreneurs is to determine the location. It is not enough just to see whether or not swallow life exists in the area; it is also necessary to pay attention to the behavior and biological characteristics of swallow bird maintenance.

Swallows usually don't need areas with unstable air pressure and ambient temperature; therefore, swallow houses should be built in low- to medium-altitude areas as high as 500 or 600 m above sea level. The carrying capacity of food and pollution levels must also be considered. The swallow house that is made must be made so that the swallow will stop by and spend the night there, then build a nest in it.

According to the explanation above, the skill variable is a variable that cannot be separated from increasing the profit of the swallow bird maintenance business. If the entrepreneur who raises the swallow bird maintenance has good skills to attract the swallow so that it wants to live and develop in the swallow house provided by the entrepreneur, then the entrepreneur will get a very big profit. The skills that must be possessed by swallow maintenance entrepreneurs are to

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maintain temperature stability, maintain a stable humidity temperature around the micro standard of 80–95 oC, and change light from dim to dark.

Swallow maintenance entrepreneurs who have obtained a lot of results have the skills to maintain temperature by assembling tools that can stabilize temperature and humidity inside buildings, such as dew machines, which are useful for stabilizing temperatures in case of extreme weather in buildings that exceed the standards in accordance with habitat for swallow bird colonies. Apart from that, swallow entrepreneurs maintain ponds filled with water so that the temperature and humidity remain stable, and the pool is maintained so there is no shortage or excess.

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The creativity that the respondent did, besides making a ditch outside the building with the intent and purpose of blocking the pregator from entering the building, also connected the ditch connection under the inner wall of the building. The reason the respondent made a tight ditch on the inside of the building was to make it easier to control pool water and not need to enter the building to control the water; only the pool that is outside the building can be controlled and water can be added from outside if the pool is lacking, the activity of entering the building is also reduced. Entrepreneurs of swallow bird must carefully check the conditions

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and developments both outside and inside the building and must be patient and refrain from always entering the building if it is not important, because if they always enter the building the birds will feel disturbed. Entrepreneurs who have high skills always protect the building from all predators, including those inside the building, and are required to carry out regular checks for disturbing predators such as lizards, cockroaches, rats, bats, owls, etc. It's time to do a good check when the birds are out looking for food so they don't get disturbed.

5.5.6 Role of Policy as Moderator

The researcher interviewed the respondents regarding the role of policy as a moderator variable on the performance by the respondents and explained that:

> Policy issued by the government is very burdensome for some swallow's nest entrepreneurs because the government targets swallow's nest entrepreneurs to pay a tax of 10 percent. I think this policy is very detrimental to us.

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Entrepreneurs who maintain swallowed birds must receive guidance from the local government to increase their business results and need information about the regulations issued by the local government on how to calculate taxable business results, for maintaining birds and product classification. There needs to be guidance from the government related to the small and medium business sectors. The involvement of the government in fostering swallow bird maintenance businesses can increase public awareness of carrying out their obligations to pay taxes because the community can feel the benefits, both directly and indirectly. For example, by being aware of taxes, it can improve infrastructure, which can expedite economic turnover in the area, including efforts to maintain swallow bird maintenance so that they can be safe and sound under control.

Based on the explanation above, the role of the policy variable as a moderator variable reduces the performance of the swallow's nest business because swallow's nest entrepreneurs have to pay taxes and some entrepreneurs are not involved in making the policy. Of course, government policy aims to be beneficial for entrepreneurs and the government, but there needs to be socialization, approaches according to ethnicity and culture, as well as appropriate communication to entrepreneurs and the community.

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5.6 Case study D

5.6.1 Backgrounds

Researchers interviewed respondents who have owned businesses that have been managed for 15 years. Respondents have an S1 education. He is 51 years old. His reason for opening a swallow-bird mintenance business was to support his family. Respondents were invited by their friends to open a swallow's nest business. Respondents started their business with a capital of $60 million.

5.6.2 The role of education

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The researcher interviewed the respondents regarding the role of education in the performance of the swallow's nest business run by the respondents and explained that:

> In my opinion, education is an aspect that is sometimes important in improving the business performance of the swallow's nest business. Highly educated people will use the knowledge they have to access various kinds of knowledge that can be used to advance their swallow's nest business. Conversely, education also sometimes does not affect the performance of the swallow's

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> nest business because many people are successful in running a swallow bird maintenance business even though they do not have a higher education.

Various types of education, such as formal, non-formal, and informal education, are related to family businesses, and more specifically, students can have entrepreneurial knowledge so that later, after graduation, they can build their own businesses, such as businesses that can be developed that promise benefits, one of which is the maintenance of swallow bird maintenance.

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The Indonesian government expects graduates of school education to have qualities that can compete globally in accordance with current regulations in Indonesia. In order to have the spirit of creating entrepreneurial businesses, it can be seen that after COVID-19, many small businesses have emerged, but their education needs to be improved by the government, both formal and non-formal, so that they can survive and compete in entering the global market. Education as a basis for carrying out business activities is very much needed, especially informal education in the family and community environment. Family businesses focus more on individual businesses, which must receive attention, especially efforts to raise swallows,.

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Based on the explanation above, education can improve the performance of the swallow's nest business if people who are highly educated and motivated use their education to advance the swallow bird maintenance business. However, education also cannot be a guarantee for entrepreneurs to improve the business performance of their businesses. In the opinion of the researchers, the respondents who were interviewed only saw education in a narrow sense, while in the world of education it is now developing very quickly. Even now in Indonesia, the freedom to learn policy *(Merdeka Belajar Kampus Merdeka (MBKM))* was proclaimed by the Minister of Education and Culture No. 3 of 2020 concerning educational standards high on articles 15 and 18 https://lldikti 13 kemendikbud.go.id.

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5.6.3 The role of training

The researcher interviewed the respondents regarding the role of training in the performance of the swallow's nest business run by the respondents and explained that:

> In my opinion, training is an activity that is very necessary for swallow nest entrepreneurs to develop their skills in managing the swallow nest business. Training activities can increase

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entrepreneurs success in producing swallow nests. Training can equip entrepreneurs to prepare plans for opening a swallow's nest business.

If we always attend training, both formal, non-formal, and informal training, as well as training that varies our skills, we will be better off. The frequency of skills we acquire through training affects our knowledge, motivation, and ability to work professionally. Improving skills in using several tools in the business of swallow bird maintenance is very necessary. Training that is always held with sufficient time to take it seriously can provide great benefits for managing swallow bird maintenance businesses.

Training that concentrates on the level of management of the swallow bird maintenance business needs to be improved so that the understanding and mastery of the training material that is attended can be mastered. The training and presentation methods, implementation, and evaluation used by the training organizers affect our success in understanding good-quality swallow management business materials. If the training is carried out properly and professionally in the field of expertise, it will benefit entrepreneurs by improving their skills in managing their businesses.

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Participant training methods should be demonstration or hands- on practice, and self-training will give better results. The training method for managing swallow bird maintenance businesses is mostly carried out with informal training, if there is formal and non-formal training related to the technological tools used in swallow bird maintenance efforts. Swallow bird maintenance training is more informal so that you can quickly understand the contents of the material. Tools such as audiovisuals really help us to understand quickly and easily so that our skills can improve quickly, and training materials are arranged systematically and concisely to make it easier for us to understand.

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Material that is up-to-date and according to the needs of participants makes it interesting and attracts attention so that it is easier to understand. Training material that is too broad and does not cover a topic thoroughly means that participants do not get much skill improvement. Training materials that are too sophisticated with academic language can cause participants to fail to understand the training content properly.

Training should be carried out by professional institutions, but until now there has been no credible training, mostly from self-taught individuals and groups that have long been private consultants for swallow bird maintenance businesses. The instructors who are

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experienced in the swallow bird maintenance business can know the situation and conditions of development in the building, including its progress and constraints, and can overcome existing problems both inside and outside the building. Professional instructors can conduct informal training for prospective entrepreneurs or entrepreneurs who are just starting a business. The implementation of training for the maintenance of swallow birds maintenance requires multidisciplinary instructors to be implemented or practiced so that the participants can easily understand and use their knowledge.

We are greatly assisted if there is a formal, non-formal, or informal institution formed specifically for training in swallow bird maintenance that is carried out regularly. If an institution conducts swallow maintenance training and is supported by the government or the private sector, the performance of the swallow bird maintenance business can be increased business performance. Forms of research that can be carried out include the utilization of swallow waste as plant fertilizer for farmers and swallow nests; several researchers have examined the benefits of the contents of swallow bird nests. Developments in technology and science provide guidance for developing research on processed products, including food, beverages, and cosmetics, but various journal articles provide information about the benefits of swallow's bird nest, one of which is good for the health benefits of children and pregnant people. We still need more in-depth research on the benefits of other benefits.

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Based on the explanation above, training can improve the performance of the swallow's nest business because training activities can increase the ability of entrepreneurs to manage the management of swallow's nest business planning. Entrepreneurs of swallow bird maintenance who have been in this business for a long time can make training efforts to develop their businesses and create new entrepreneurs who are able to compete both in increasing the productivity of swallow bird nests and developing marketing and creating a variety of swallow bird nest products with product quality that is able to compete in the export market. The training activities created by swallow bird maintenance entrepreneurs can absorb labor, reduce unemployment, and develop training with various types of research.

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5.6.4 The Role of Motivation

The researcher interviewed the respondents regarding the role of motivation in the performance of the swallow's nest business run by the respondents and explained that:

> In my opinion, giving motivation to swallow-nest entrepreneurs is very important. Motivation can come from family and the government. Family is a very important motivating factorso I can support my family. I also want to

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become a successful entrepreneur by running this swallow's nest business.

One of my motivations for running a swallow bird maintenance rearing business is that I believe I can earn a better income. Income from this business can be used to fulfill what is wanted and needed, help my family, and continue my child's education. The swallow bird maintenance business is a business that has good results and can be the backbone of the family in meeting needs. This can be realized through the swallow maintenance business. When compared to other jobs. Income from the swallow bird maintenance business after a certain period of time is higher. I am sure that if the government motivates entrepreneurs and the community, then they can improve the performance of their swallow bird maintenance business and generate sufficient income to meet household needs.

Based on the explanation above, motivation can improve entrepreneurs performance in maintaining their businesses and provide good business results because motivation can encourage entrepreneurs to work hard for the progress of their businesses.It is hoped that the government will motivate prospective entrepreneurs or generate enthusiasm for doing business.

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5.6.5 The role of skills

The researcher interviewed the respondents regarding the role of skill in the performance of the swallow's nest business run by the respondents and explained that:

> In my opinion, the skills to run a swallow's nest business so that this business continues are very important. Skill will help entrepreneurs develop the productivity of their swallow's nest businesses. Without good skills, entrepreneurs will experience difficulties maintaining their swallow's nest businesses. Therefore, entrepreneurs must improve their skills through various kinds of training both held by the government and by the private sector.

Along with technological developments, basic skills need to be improved so that the performance of our swallow bird maintenance business can increase. We already have the technical capabilities to install various types of equipment needed in buildings, both interior and exterior, to increase revenue because business competition is very high. We have been able to properly install electronic equipment such as sound systems and aeration to maintain the swallow bird population that has developed in the building. The ability to modify and make

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your own electronic sound systems and aeration equipment needs to be improved because competition in the swallow bird maintenance business is in line with the development of science and technology and must always increase the ability to overcome all technical constraints in the swallow bird maintenance business to reduce the cost of services from experts.

We always need special training to improve our skills and mastery of the technology used in the swallow bird maintenance business. Improving skills and mastering new technological innovations is very necessary, plays a very important role, and helps improve the performance of the swallow bird maintenance business. Increasing our skills as we gain experience in the swallow bird business motivates us to master the swallow bird maintenance business easily. Government policies are expected to provide support and facilitation to develop and improve professional skills for swallow-bird maintenance businesses.

The skills described by the respondents included maintaining the production of swallow birds industry, one of the skills of swallow bird entrepreneurs in creating creative and innovative ways of managing types of swallow bird nest products including the method of selecting the quality grade of bird's nest and packages starting from how to choose to classify the type of swallow's nest product and grades

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often called the foot shape, the price is very cheap, and the destroyed nest type is higher in price than the foot-shaped nest type, the broken nest type is higher than the crushed nest type, and then the corner-shaped nest type costs more higher than the broken nest type but cheaper than the bowl- shaped nest.

The lowest-grade quality is usually not sold because the price is cheap; many entrepreneurs mix it into swallow able stimulants and sell it at quite expensive prices. The bowl- shaped nest has different types of grades, starting from Super Grade A, B, and C, up to the types of grades that are classified as Super Grade Nests, which are b owl-shaped nests with a width of three bare fingers, clean and white, and have no sticking on the nest or sticky droppings in the nest. Based on the explanation above, the skill variable can be a variable that can improve the performance of the swallow's nest business because entrepreneurs who have skills in maintaining their swallow birds maintenance business will be able to compete with their competitors, resulting in large profits.

5.6.6 The role of policy as the Moderator

The researcher interviewed the respondents regarding the role of policy as the moderator on the performance of the swallow bird maintenance business run by the respondents and explained that:

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> The regional government implements a 10% local tax, but the government does not pay attention to the condition of swallow farmers, whose results are not the same due to unstable production prices.

Even though the government reduced the amount by 2.5 percent, informans are still disagreed with this policy.Respondents objected to this provision because the swallow's nest business is sometimes profitable and sometimes makes a loss in running it. The government's policy regarding the legalization of swallow bird maintenance farming is enshrined in Law No. The business of raising swallows is a question for the public, with changes regarding the standard price that applies to collectors of swallow nests. The price is cheaper than before the government policy or the ministry of agriculture took over regarding the export regulations of swallow charcoal. The decline in the selling price of swallow nests lately has been much complained about by entrepreneurs because the government did not standardize the prevailing price. The swallow's nest collectors who visit the swallow entrepreneur's location are free to determine a relatively cheap bargaining price, and the entrepreneur sells at the collector's bid price because they cannot sell directly to entrepreneurs who can export directly to the buyer's country.

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According to information from entrepreneurs and collectors groups, they divide areas to buy swallow's nests, such as those who look for bird's nests in Sumatra, Kalimantan, and Sulawesi and the surrounding areas, then are given operational costs. The cost of buying swallow's nests is then trained to select nests or classify grades and quality grades. Price variations of swallow's nest products. Government policies have not regulated prices or the standard classification of swallow's nest products. This method has been going on for a long time, but there is no local government policy to regulate it, so farmers cannot maintain prices according to market prices prevailing in international markets. Government policies have not fully supported entrepreneurs, so they have not been able to improve their performance because the price standards that apply fluctuate and are still far from standard domestic and international market prices.

The government's policy regarding the maintenance of swallows is only focused on with drawing the payment of a 10% tax without looking at the entrepreneur's production results, product marketing, and product quality standards, as well as product variations and prices. Government policies open markets and determine prices in order for entrepreneurs to maintain their businesses and increase their income. Based on the explanation above, the policy as a moderator reduced the performance of the swallow's nest business because.

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According to the swallow's nest entrepreneur, the policies taken by the government did not provide benefits for the swallow's nest entrepreneur and the maintenance of the swallow. Government policies cannot increase the business results of government-sponsored entrepreneurs. So far, there are no rules determining building standards, even though the local government has determined the building and maintenance of birds, but there is no standard star that can be used as a benchmark, as well as prices that apply in the community to determine the method of paying taxes and variations in the price of bird's nest products.

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5.7 Case study E

5.7.1 Backgrounds

Researchers interviewed respondents who had swallowed businesses that had been managed for 20 years. Respondents have S1 education and are 52 years old. The reason for opening a swallow's nest business is to get a business that can provide big profits and is a business that can guarantee later in life. At first, he was invited by a friend to open a successful swallow nest business, starting a swallow bird maintenance business with a capital of $50 million, which was quite expensive according to him.

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5.7.2 The Role of Education

The researcher interviewed the respondents regarding the role of education on the performance of the swallow's nest business run by the respondents and explained that:

> In my opinion, education is one aspect that does not have a direct effect on the business performance of the swallow bird maintenance business. Highly educated people sometimes experience failure in managing their swallow maintenance businesses. Meanwhile, people with low education are successful in running their swallow's nest businesses.

Based on the explanation above, the education variable cannot be a guarantee for swallow-nest entrepreneurs to improve their business performance. Success in improving the performance of swallow bird maintenance businesses depends on the ability of swallow bird maintenance entrepreneurs to manage their businesses.

According to the respondent's explanation, education does not have a direct effect on business, especially the swallow bird maintenance business, because the education possessed by the respondents is technically not related to business.

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The entrepreneurs who have higher education that is not directly related to the swallow bird maintenance business sector must increase their knowledge and experience through training or expand their network of cooperation with entrepreneurs who have obtained good results. One of the respondents, who graduated from the Faculty of Economics from a well-known Muslim university in Makassar, doesbusiness in swallow bird maintenance. She has knowledge is very helpful besides being self-taught and having lots of discussions with swallow bird maintenance entrepreneurs who have gotten good results.

5.7.3 The Role of Training

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The researcher interviewed the informan/women regarding the role of training in the performance of the swallow bird maintenance business run by the respondents and explained that:

> In my opinion. knowing the exact market situation is important in the swallow's nest business because currently the existence of middlemen or agents buying swallow's nests still varies in price with the choice of production quality determined by the buyer himself. Therefore, training regarding management, maintenance and marketing strategies including

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education, knowledge, training, motivation and skills for maintenance, including harvesting the production of swallow's nests.

Formal, non-formal and informal education and training are needed in the swiftlet rearing business because considering that this business is still mostly carried out by individuals, this business can be categorized as a small and medium business because the business costs range from Rp. 100 million and Rp. 500 million. This education and training is not a standard determined by teachers or curriculum standards. Entrepreneurs keeping swifts usually consult with swiftlet keeping consultants who have been in this business for a long time, have proven successful in many ways, and are located not far from this business sector.

Swallow birds maintenance consultants or swallow birds maintenance rearing instructors should be instructors who live in the local area so that it is easier to control and the environment is not much different so that the conditions in the area are not much different. Consultants who are far from the business location, besides the cost of visiting is expensive, the consultation time is not limited and the information or guidance that can be received is not optimal. If the consultant is close to the business location, it is easy to consult and visit or inspect the progress of the swallow building,

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Based on the explanation above, training can improve business performance in the maintenance and marketing of swallow's nest businesses. Swallow's Nest has good prospects because of the increasing number of trades and demands every year. There is always a lot of demand, but the available products are very limited because the swallow itself cannot be bred like other animals. Swallow-bird food is still dependent on nature. Even though it is very prospective, both the selling price and the buying price of swallow nests fluctuate very much. It is not surprising that exporters who have been in this business for a long time often experience both gains and losses. To maintain the seller's reputation and retain customers, exporters still sell their products even when there are fluctuations in foreign exchange rates or other factors. Therefore, strategic management training for swallow bird maintenance and management of swallow bird nests is urgently needed.

5.7.4 The Role of Motivation

The researcher interviewed the respondents regarding the role of motivation in the performance of the swallow rearing business run by the respondents and explained that:

> In the respondent’s opinion, motivation is very influential on the performance of swallow bird maintenance businesses. I am motivated to get

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> business results that can help household needs, achieve satisfying results, and help people try too. My friends who have been successful have encouraged and supported me to do this business so that I can get satisfying results and meet family needs.

Based on the explanation above, motivation can improve the performance of the swallow's nest business because the community wants to have a large income, the community has a high enthusiasm for developing their area, and the community has a desire to open a swallow's nest business because they were invited by friends who have had better results and have developed and increased production.

Respondents have undergraduate education and are able to apply their knowledge; although not all of it can be used, they can more easily adjust to learning from entrepreneurs who have been around for a long time and have obtained good results, which, according to the respondent's opinion, can be calculated using knowledge related to business cost management and the management of production and marketing of their products.

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5.7.5 The Role of Skills

The researcher interviewed the respondents about the role of skill in the performance of the swallow bird maintenance business run by the respondents and explained that:

> In my opinion, the skills that must be possessed by swallow maintenance entrepreneurs are soft skills and hard skills. The hard skills that must be possessed by swallow bird maintenance entrepreneurs are the skills obtained to create swallow bird calling sound technology that can be used in all places; the ability to engineer the sound and climate of buildings can provide added value in the maintenance of swallows; and the ability to create a climate of temperature and humidity is a factor in the main success

Engineering and maintaining environmental ecosystems is one of the successful efforts to build a swallow bird maintenance rearing business and can be combined with other businesses. Creating a sustainable environment or ecosystem area increases the potential for swallow bird maintenance cultivation. The ability to make and assemble dew machine technology tools provides guarantees in the swallow bird maintenance business. While the soft skills that must be

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owned are combining the maintenance of swallows and small businesses to improve the welfare of entrepreneurs and the community. Building a swallow business by integrating agricultural activities can be mutually beneficial, as can building a swallow maintenance business in areas that are still natural and can be integrated with other businesses so that it can be mutually beneficial for entrepreneurs.

According to the respondent, the skills that must be possessed by swallow-bird maintenance entrepreneurs that are in their minds include starting to look for locations that have the potential for the construction of swallow birds maintenance business buildings and starting to design building models that are appropriate to the conditions and location. Before the building is finished with a model that is in accordance with the building for the maintenance of swallows. The placement of the bird entrance holes in accordance with the results of the survey for directions to enter and/or return to the swallow bird colonies to look for food. After the building is finished, installing fin boards correctly according to the habits of swallows, always looking for hiding places. Fins should be positioned crosswise to block light. The fin boards are not installed parallel because they can allow bright light to enter the building. Apart from being installed in the opposite direction, there are also entrepreneurs who make checkered fin boards

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that can block light, and swallows are freer to choose a suitable place to feel safe because rectangular boxes can be placed in places that are protected from light.

There are no standard methods for skillfully installing fin boards, but the most commonly used by entrepreneurs who have obtained good results as described above is to choose wood that is dry and of course, strong wood such as teak or other types of wood. Another thing that has the strength to last a long time without rotting is that, besides boards made of wood, swallow bird entrepreneurs also use aluminum with stripes, so it's easy to nest.

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Management skills and building interiors are also very important in placing pools of water and ventilation holes so that the air entering the building can be evenly distributed, the temperature and humidity conditions of the building can be stable, and birds can freely choose a safe place to live and develop. The building is prepared according to the habitat conditions of the swallow bird maintenance. Before the swallows nest, they first adapt for about 1 or 2 weeks, depending on the conditions of the place. After finding a place that is suitable for the conditions, like Goa, they will start staying overnight and, a few weeks later, try to make nests.

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Respondents always pay attention to the condition of the building if they have not been able to reach the temperature and humidity needed by the swallow. Even though they have been given a pool and basin inside the building but have not reached the temperature and humidity needed by the swallow, entrepreneurs still have to help with the dew machine. The dew machine also needs to be managed properly by the entrepreneur because he has to keep the humidity stable because too much moisture can damage the finboard and mossy swallow bird maintenance do not like wet and smelly places. Entrepreneurs must regularly check when using a dew machine to help increase humidity in the building. Dew machines used in buildings must be maintained at automatic water supply settings to avoid running out of water, which can damage the machine.

Entrepreneurs must adjust the time to enter the building so that the birds are not disturbed. Even if they have to go in and out, they have to choose the right time. It is estimated that the birds are no longer in their place while they go out looking for food. Usually, the incubating birds come out looking for food around 10 a.m to 12 p.m. because at 12 o'clock in the afternoon they will return to feed their chicks because young birds cannot fly to find food.

The skill of placing sound settings is very important in the maintenance of swallows. There are several types of sounds, and

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their placement includes what are called calling sounds, pulling sounds, and chick sounds, which have different audio placements and also have different functions. The sound of the call is placed at the bird's inlet facing outward, with a certain volume and a timer setting around 18.30 p.m or 19.00 p.m and no later than 20. At night, however, usually according to respondents and computer technicians, the call sound is set to automatically stop ringing at 19.00.

Placement for the pulling sound is inside the building facing the inlet with the benefit of changing the position of the calling sound, which has stopped. The purpose of the pulling sound is to be able to call birds that are late returning to enter the building. The pull sound volume is smaller than the calling sound, and the sound must be clear. The placement of the sound of the chicks that resembles the sound of chicks or the swallow's chicks is evenly placed throughout the room to adjust the area of the building with an even sound and a smaller volume than the pulling sound. The benefit of the sound of these chicks is to lure adult birds or birds that are still unstable, such as birds that have just gotten a partner and do not have a permanent place to live, to stay overnight and just build nests.

Computers that are specially assembled are used for the maintenance of Swallow that are specially ordered with a timer that is equipped to set the time automatically.It can starts ringing and stops

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automatically at certain hours according to the needs of entrepreneurs of swallow birds maintenance to pay attention to the effect on the area around the swallow birds maintenance building.

The placement of the tweeter for the voice calling out is mounted on the inlet jamb so that the sound can be thrown out and clearly heard by swallows passing around the building or in front of the building. A special network cable for voice calls directly to a computer cannot be branched so that the sound is clearer or cleaner. The cable network for the pull sound can be divided according to the number of pull sound tweeters installed by the entrepreneur, and the place can be stored in the building around the roving area, which aims to call birds that have just flown and are still circling around the roving area but have not yet entered the nesting area. The pull sound is used in a big and spacious building. As for the sound network of chicks or puppies, the channels can be divided according to the number of chicks' tweeters installed by the technician.

The computer is used as a place to control all the sound for each row the first, second and other floor and third floor according to the businessman's goals, then stored in a special room equipped with tweeter controls to make it easier for technicians to fix if there is a tweeter that is problematic or cannot be heard. It can be tested on the tweeter control that is equipped on each floor and can be controlled.

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Respondents who have high skills easily apply the use of technology for their business; swallow breeders who are able to use technology to control their business activities easily monitor and develop. One of the creative ideas of the respondents is to control the conditions inside the building without having to enter the building by using CCTV to see developments inside the building, and if there are intruders or predators, they can be monitored by CCTV if it is not too urgent for the building owner to enter the building to see the results of CCTV monitoring by waiting for a certain time when the birds come out looking for food, around 9:00 a.m. to 12:00 p.m.

> The government has stipulated that swallow's nest tax payers, both individuals and entities that collect and/or exploit swallow's nests, are also subject to income tax (PPh). This policy is very burdensome for us as swallow bird maintenance entrepreneurs

The development of technology is becoming increasingly sophisticated, but it must go hand in hand with an increase in the quality of human resources. CPU sound player equipped with a cell phone If there is a technical problem with the player, such as if the power goes out and the player does not work automatically, the CPU telephone can be used to contact the building owner.

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Based on the explanation above, skills can improve the performance of swallow bird maintenance businesses because entrepreneurs who have hard and soft skills to manage swallow bird maintenance businesses are able to improve their business performance.

5.7.6 The Role of Policy as the Moderator

The researcher interviewed the respondents regarding the role of policy as a moderator variable on the performance of the swallow bird maintenance business run by the respondents and explained that:

The Local government policies from several years ago before the new policy was enforced around 2018, local governments often held auctions for entrepreneurs or collectors of swallow nests located in caves or called cave swallows, as explained by Hari K. Nugroho et al. (2011: 34. Several years ago, nests of Goa swallows were abundant, so the local government could guide the auction process for entrepreneurs or collectors. The trader or collector who bids the highest amount wins the auction. Entrepreneurs often experience losses if the harvest does not meet expectations because operational costs are higher and the costs of picking and operating are high. Regional administration at that time was still abundant and natural and had not been disturbed by theft or illegal levies. Natural conservation is still maintained, including in caves, after natural

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conditions have changed, and preservation in caves is no longer conductive, so swallows migrate. After a change in the condition of the cave, nesting swallows can no longer be occupied because they are disturbed, and the government can no longer do business like this because natural conditions have changed a lot and entrepreneurs have started to maintain swallows or entrepreneurs who breed swallows have made a lot of efforts to house swallows. As is happening now, the local government tries to collect taxes on swallow bird maintenance entrepreneurs by directly deducting 10% of the proceeds from the sale of swallow nests from entrepreneurs, but until now, entrepreneurs and local governments have not reached an agreement, and there are no clear rules governing the withdrawal of taxes from swallow bird maintenance entrepreneurs.

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Based on the explanation above, government policies are not in favor of entrepreneurs, farmers, and even the community and prospective entrepreneurs who want to start and develop this business. Of the three regencies where the research was conducted, government policy researchers regarding taxes on the results of swallow's nests complained that entrepreneurs generally maintained swallow industry. One of the results of the study shows that the data collection on the subject and object of this tax shows that the implementation has not yet been carried out, but there is one example of paying taxes made by tax payers, as shown in table 5.7.6 below:

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Table 5.7.6

Local tax assessments for 2018 tax payers

No.	Compulsory Name	Address	With drawal Tax Imposition Amount				
			Tax Vol/1 month	Withdraw Tax	Takwin		
1.	H.Bahri	Sempange	0.2 Kg x Rp.5.000.000	10% =	Rp.1.000.000	=Rp.	100.000
2.	H.Hamdani	Sempange	0.6 Kg x Rp.5.000.000	10% =	Rp.3.000.000	= Rp.	300.000
3.	H.Dg .Masiga	Totinco	0.9 Kg x Rp.5.000.000	10% =	Rp.4.000.000	=Rp.	400.000

Source: Wajo Regency Regional Revenue Agency, 2019

Based on Wajo Regulation Number 38 of 2011 concerning Guidelines for Implementing Wajo Regency Regional Regulation Number 8 of 2011 concerning Tax on Swallow's Nests, although the government has explained and stipulated the minimum yield that must be paid for the tax from the total income of swallow's nests starting from 0.2 kg up to 0.9 kg of harvest is set at a general market price of Rp.5,000,000 (five million rupiah per kg), entrepreneurs have not been able to comply with these regulations, (Sulmayani, 2020).

The policy variable can be a moderator variable that can reduce the business performance of the swallow's nest business because the policy stipulates a 10% tax cut without socialization with swallow breeders. Government policy does not provide education, training to improve skills in running swallow birds maintenance rearing businesses, or motivation to increase interest in the business. Local government policies do not help swallow industry.

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5.8 Summary of Content

This chapter presents the results of the qualitative analysis collected through face-to- face interviews with five respondents who were asked open-ended questions. This chapter begins with an overview of the case studies, provides a detailed background on each case study, and strengthens and deepens the findings about the effect of the variables education, training, skills, motivation on business performance, and policy as moderator variables. The next chapter presents the discussion and conclusions of research results based on findings from quantitative and qualitative research.

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CHAPTER 6

QUANTITATIVE AND QUALITATIVE RESULTS

A. Quantitative Results

6.1 Intrductiom

The discussion in this chapter is to explain the results of quantitative research in the first phase mixed methods research Mthuli SA, Ruffin F, Singh N.et al, (2021) separately in chapter 4 and qualitative as a discussion in the second phase in chapter 5 after the quantitative discussion is discussed separately. This chapter discusses the results of quantitative and qualitative research based on reviews in Chapter 4 and Chapter 5.

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6.1.1 Results of Quantitative

6.1.2 Business Performance

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Business Performance Questionnaire validity test results on chapter 4 explained as the business performance instrument has 11 valid items, it is said to be valid because the calculated R is greater than the R table, namely for each question has number twois0.620 > 0.3120 business performance requires knowledge and skills. Number four is 0.672 > 0.3120 Business performance increases after understanding the importance of achieving goals activities, five is 0.357 > 0.3120 increased business performance due to increased skills and motivation, six is 0.703 > 0.3120 Government policy regarding the swallow bird industry business greatly influences business performance, seven is 0.469 > 3.120 running a swallow business requires proficiency in operating equipment, eight 0.352 > 03120.

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In maintenance swallow bird, technical expertise is really needed to improve better results, nine is 0.530 > 0.3120 Skills obtained after training make it easier to install equipment used in buildings, 10 is 0.3503 > 0.3120 Utilization technology is very necessary in increasing the production of swallow bird businesses, 12 is 0.616 > 03120 Technology used in maintenance the swallow bird industry easily improves business performance with knowledge and skills 14 is 0.707 > 03120 Work morale increases after knowing the government's policy support for developing businesses swallow bird, and 15 is 0.357 > 3.120 Business performance increases after being proficient in the installation and use of several electronic.

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The business performance instrument has four invalid items, It is said to be invalid if r count < r table, namely as shown in the following numbers: Number one is 0.108 < 0.3120 to run a business well, adequate knowledge and skills are required, number three is 0.095< 0.3120 Business increases after being able to managing administration well, number 11 is 0.311 < 0.3120 and number 13 is 0.084 < 03120. Obstacles experienced in maintenance swallow bird can be overcome by following special training.

6.1.3 The educational

The educational instrument has 13 valid items. It is said to be valid because the calculated R is greater than the R table, namely as seen in the figures Chapter 4 in sub 4.2.1: Number one 0.478 > 0.3120 the formal education that is followed is useful in running a swallow business, two. 0.490 > 0.3120 the length of formal education attended influences the ability to run a maintenance swallow industry business, three 0.690> 0.3120. Knowledge from the formal education attended influences understanding of training material. The number four is 0.881 > 0.3120, subject matter in formal education schools helps in implementing business administration, number five is 0.419 > 0.3120. Non-formal education such as entrepreneurial field studies greatly influences mindset, insight and motivation to improve business performance. Number six is 0.760 > 0.3120 practical courses such as computers, entrepreneurship and mechanics can improve the

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business performance of the maintenance swallow bird industry,

Number seven is 0.458 > 0.3120, electronic equipment in running the maintenance swallow bird industry requires special electronics courses, number eight is 0.347 > 0.3120 is required various kinds of electronic equipment courses to improve the performance of the maintenace swallow bird industry business, and nine is 0.790 > 0.3120, course material followed by entrepreneurs will improve skills if they focus on the swallow bird industry business. Number 12 is 0.698 > 0.3120,specifications and educational standards required, both formal, non-formal and informal, to manage the maintenance swallow bird industry professionally. Number 13 is 0.421 > 0.3120. Various types of electronic equipment used in swallow buildings such as sound systems and aeration requires certain educational specifications to install, assemble and organize well. Number 14 is 0.822 > 0.3120. Alumni from quality schools have good understanding and skills in managing the maintenance swallow bird industry business. Number 15 is 0.419 > 0.3120 Education and skills accompanied by motivation have the potential to improve business performance.

It is said to be invalid if r count < r table, which is as shown in the following figure: Number 10 is 0.289 < 0.3120. The method of presenting lesson material has a strong influence on the ability to

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understand and apply the content of the material. Number 11 0.201 0.3120 Education in certain majors such as engineering, business and electronics is very useful and necessary for running a swallow bird industry.

6.1.4 Validity and reliability test results of training questionnaire

The Training Instrument has nine valid items. It is said to be valid because the calculated R count is greater than the R table, namely as shown in the following figure: Number two is 0.360 > 0.3120, need to attend training in various fields to improve business performance, number three is 0.536 > 0.3120, participation in training affects knowledge, motivation and ability to work. Number four is 0.653 > 0.3120. Training improves skills in using several tools in the maintenance swallow bird industry to increase business performance. Number five is 0.387 > 0.3120, participating in training is related to understanding and mastering training materials that are appropriate to the business field. Number six is 0.557 > 0.3120 the method of implementing training by the organizer can influence success in improving business performance, Number seven is 0.374 > 0.3120, training is carried out to improve skills using demonstration methods, direct and independent practice will provide better results, number eight is 0.505 > 0.3120 Very formal and boring training methods cause training participants not to understand the content of the

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material well, and number nine is 0.378 > 0.3120, audio visual tools can help to understand quickly and easily improve business performance. Number ten is 0.572 > 0.3120 the training material is arranged systematically and concisely, making it easier for us to understand.

It is said to be invalid if r count < r table, which is as shown in the following figure: Number one is 0.203 < 0.3120 Following frequent training, the skills you have will become higher and more varied. Number 11 is 0.242 < 0.3120 Material that is up- to-date and appropriate to the participants' needs can provide attractiveness so that it is easier to understand. Number 12 is 0.266 < 0.3120 Training material that is too broad and does not focus on discussing a topic so that participants do not gain much improvement in their skills.

6.1.5 Skill Questionnaire Validity and Reliability

The skill instrument has nine valid items, namely numbers two, four, five, six, seven, eight, nine, 10, and 12. It is said to be valid because r count > r table, and it is said to be invalid if r count < r table.

The Skills Instrument has eight valid items, it is said to be valid because the calculated R is greater than the R table, namely as seen in the following figure: Number two is 0.565 > 0.3120, to improve basic

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skills, you can do this by taking special training in the swallow business, number four is 0.742 > 0.3120. As technology develops, the basic skills we have need to be improved so that our business performance can improve. Number five is 0.437 > 0.3120, the maintenance swallow bird industry must have the technical ability to install various equipment in swallow bird building, both interior and exterior. Number six is 0.523 > 0.3120, Have the ability to install electronic equipment such as sound systems and aeration properly. Number seven is 0.377 > 0.3120, the ability have to modify and make your own electronic equipment such as sound systems, aeration and equipment needed inside and outside the building. Number eight is 0.463 > 0.3120, technical obstacles in the maintenance swallow bird industry can be overcome without using services and assistance from experts. Number nine is 0.679 > 0.3120.

Requires special training to improve skills and mastery of technology used in the maintenance swallow bird industry, Number 10 is 0.500 > 0.3120. Improving skills and mastering new technological innovations plays an important role and helps improve the business performance of swallow bird industry businesses. Number 12 is 0.497 > 0.3120 Government policy in the form of support and facilitation to develop other businesses in an integrated manner with swallows encourages to improve skills in a more professional manner.

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It is said to be invalid if r count < r table, namely as seen figure 4.1.5 in the chapter 4. Number one is 0.214 < 0.3120, have knowledge related to education and the maintenance swallow bird industry so that it is easy to do. The question number three is 0.294 < 0.3120, several basic skills such as administrative skills, arranging electronic devices in building interiors and building maintenance are very necessary in managing the swallow bird industry. Number 11 is 0.055 < 0.3120 increasing skills along with increasing experience in the swallow business motivates you to master the swallow business easily.

6.1.6 Motivation Questionnaire Validity and Reliability

The Motivation Instrument has 14 valid items, it is said to be valid because the calculated R is greater than the R table, namely as seen in the following figure: Number two is 0.409 > 0.3120, competence must continue to be improved along with developments over time in order to be able to survive and excel in the business. Number three is 0.385 > 0.3120, trying to develop competence by continuing to improve knowledge and skills independently. Number four is. 0.683 > 0.3120, using all active information media to search for and study the latest technology in the swiftlet industry rearing business. Number five is 0.498 > 0.3120. Competence is the main capital that must be possessed and determines performance and success in the swallow business. Number six is 0.717 > 0.3120, to motivate and make maximum use of competence, government policy is needed in

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an effort to develop other businesses that are integrated with swallow bird business.

Number seven is 0.464 > 0.3120, When working, you are always motivated to continue to improve your work ethic. Number eight is 0.452 > 0.3120, always try to work professionally and responsibly to complete all work with maximum results. Number nine is 0.569 > 0.3120, periodically continues to work ability by setting better targets than the previous period, can get better result. Number 10 is amounting to 0.581 > 0.3120. The quality and quantity of work continues to be improved so that business performance can increase. Number 12 is 0.507 > 0.3120. Running a swallow business always motivates yourself by adhering to the principle that you always try to work better than before to get better results. Number 14 is 0.715 > 0.3120, the income obtained from this swallow business increases over time resulting in better income. Number 15 is 0.471 > 0.3120. Apart from having a permanent job, it is also motivating as a backbone to meet the family's needs through the swallow industry business. Number 16 is 0.749 > 0.3120. When compared with other jobs, the income from the swallow business after reaching a certain period of time is higher. Number 17 is 0.442 > 0.3120, if government policy supports the development of the swallow industry and can be integrated with other businesses it can provide better income.

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It is said to be invalid if r count < r table, namely as seen in the following figure: Number one is 0.069 < 0.3120. Competence in the swallow business today cannot be separated from the educational background, training and skills that have been obtained since pursuing this business. Number Eleven 0.206 < 0.3120. Every problem and obstacle faced is used as a lesson and we continue to try to find a solution. Number 13 is 0.027. < 0.3120. One of the motivations for running this swallow business is the belief that you can earn a decent income. Number 18 is 0.139 < 0.3120 after having appropriate competence in the swallow business, you are motivated to invite your close family to run the same business.

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6.2 Statistical Assumption

6.2.1 Linearity of the Regression Line Effect of Variable X1 on Variable Y3

Based on the results of the normality test in the chapter 4, it can be concluded that all sample data are normally distributed because the significant value is greater than 0.5 (> 0.05). The next stage is the linearity test, which can be seen in the table. 4.3.1 in chapter 4.

6.2.2 Linearity of the Regression Line: Effect of Variable X2 on Variable Y3

To see the effect of the relationship between variable X2 and variable

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X3, it can be seen that the results of calculating the linearity test for the relationship between variables X2 and Y36.3.3 Linearity of the Regression Line: Effect of Variable X3 on Variable Y3 The numberin the column Sig line deviation from linearity is 0.080 larger than 0.05, indicating that Ho is accepted, or that the regression line representing the effect of the X3 variable on the Y3 variable is linear. The results of the calculation of the linearity test of the relationship between the X3 variable and the Y3 variable can be seen in the chapter 4 table 4.3.3.

6.2.3 Linearity of the Regression Line Effect of Variable Y1 on Variable Y3

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Result of Linearity Calculation of the Regression Line Effect of Y1 on Y3 The number in the column Sig line deviation from linearity in the table above is 0.450 larger than 0.05, indicating that Ho is accepted, or that the regression line representing the impact of the Y1 variable on the Y3 variable is linear. The results of the calculation of the linearity test of the relationship between the X3 variable and the Y3 variable can be seen in the chapter 4 table 6.3.3.

6.2.4 Linearity of the Regression Line Effect of Variable on Variable Y3

The number in the column Sig line deviation from linearity in the table

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above is 0.053 larger than 0.05, indicating that Ho is accepted, or that the regression line representing the impact of the Y2 variable on the Y3 variable is linear The homoscedasticity test follows, as shown below Table 6.2.5.

6.3 Characteristics of Respondents (Demography)

6.3.1 Analysis of Respondents Characteristics

Based on the table 6.4.1 chapter 4, the number of research respondents who have male sex is 170, or 92.39%. Meanwhile, women amounted to 14, or 7.61%. In accordance with observations in the field where the research was conducted, although there were not many women who did the swallow maintenance business compared to men, the business of maintaining swallows is prioritized by men because it requires energy and concentration and requires routine care, but not many women are able to combine housework with other businesses

6.4 Realibility

6.4.1 Training Questionnaire Reliability

According to Kafetzopoulos, D. (2020), and (Sutrisno, 2023) or Sutrisno, A. M. A. Ausat, B. Permana, and M. A. K. Harahap, Based on the results of the calculation of the reliability test, the number is 0.819, which means that the instrument has a high level of reliability because the value of r 11 = 0.70 is greater than 0.70. 2. Educational Questionnaire Reliability Test Results The results of the reliability

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test can be seen in the table 4.5.1 chapter 4. Reliability Test Results based on the results of the calculation of the reliability test, the number is 0.881, which means that the instrument has a high level of reliability because the value of r11 = 0.70 is greater than 0.70.Training Questionnaire Reliability based on the results of the calculation of the reliability test, the number is 0.765, which means that the instrument has a high level of reliability because the value of r11 0.70 is greater than 0.70. Policy Questionnaire Reliability Based on the results of the calculation of the reliability test, the number is 0.746, which means that the instrument has a high level of reliability because the value of r11= 0.70 is greater than 0.70. Kafetzopoulos, D. (2020). Performance management of SMEs: A systematic literature review for antecedents and moderators. Skill Questionnaire Reliability Test Results Based on the results of the calculation of the reliability test, the number is 0.791, which means that the instrument has a high level of reliability because the value of r11 = 0.70 is greater than. Motivation Questionnaire Reliability Test Results of the reliability test can be seen in the capter 4 table 4.5.5.

6.5 Explanatory Factor Analysis (EFA)

6.5.1 Education variable

Education KMO and Bartlett's Test, because the number of factors is only one, question number 12 has the largest factor value of 0.889,

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and question number 3 has the smallest factor value of 0.424. Training Variables the number of factors is only one, question number 1 has the largest factor value of 0.764, and question number 3 has the smallest value of 0.364. Policy Variables the number of factors is only one, question number 7 has the largest factor value of 0.856, and question number 1 has the smallest factor value of 0.495. Skill Variable the number of factors is only one, question number 4 has the largest factor value of 0.828, and question number 1 has the smallest factor value of 0.465. Motivation Variable the number of factors is only one, question number 12 has the largest factor value of 0.885, and question number 14 has the smallest value of 0.458/ Business Performance Variables the number of factors is only one, question number 8 has the largest factor value of 0.785, and question number 6 has the smallest factor Value of 0.467.

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6.6 SEM Analysis

The calculation results show that there are still outliers in the data, so it is necessary to clean the data. Data with probability (p), namely p1 or p2, whose value is smaller than 0.05, experience outliers. Data that does not experience outliers must have p1 and p2 values > 0.05, thus indicating that there is no significant difference between single data and groups of data. Based on the normality test using Amossoftware, the following are the results. Table 4.7.2. in the chapter 4 . Business Performance Variables and confirmatory factor analysis. It can be

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seen that the determinant value of the sample covariance matrix is 0.000, which is close to zero. Thus, it can be concluded that there is no multicollinearity or

singularity in this research data; but it is still acceptable because other SEM assumptions are met. (Haryono and Wardoyo, (2012:277).

6.7 SEM Exam Results

6.7.1 Model Fit Test

Goodness-of-fit Model

***Goodness-Of-Fit* (GOF)**	**Analysis Results**	***Cut Off Value***	**Evaluation model**
Chi-square	χ^2 = 110.89 P = 0.215	Probabilitas ≥ 0,05	Good
TLI	0.996	TLI > 0.90	Good
GFI	0.935	GFI > 0.90	Good
AGFI	0.900	AGFI > 0.90	Good
CFI	0.997	CFI > 0.90	Good
RMSEA	0.024	RMSEA ≤ 0.08	Good

6.7.2 Convergent Validity

It indicates that the indicator has measured what it should have measured in the model presented (Ferdinand, 2002). Tables. 4.8.2 in chapter 4 Based on the existing GOF criteria, GOF is fulfilled, it is concluded that the model is fit with the data.

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The table above shows that the critical ratio is twice as large as the standard error, this indicates that all items in the study are valid for each research variable.Hypothesis testing

Based on the significance of t arithmetic with probability (p) = 0.05. The results of the causality test regression weights are as follows: Table. 4.9 *Evaluation of the Causality Test Regression Weight* in the chapter 4.

6.8 Hypothesis Testing

6.8.1 Effect of education on skills

Based on the opinion of Jerris (1999, p. 328–331), the types of training themselves can be broadly grouped into three parts, namely: a) Individual Training/On- the-Job Training 1. Job Instruction Training 2. Internships 3. Cross-Training b) Off- the-Job Training 1. Classroom Training 2. Simulation Exercises 3. Computer-based training c) Selecting audiovisuals for off-the-job training Cao, X., Ji, S., & Liu, X. (2023). Educational inequity and skill formation differences experienced by floating rural students in the process of urbanization. Dean, B. A. (2023). A training method that occurs in the workplace, is generally in the form of technical skills training, and focuses more on increasing productivity quickly. Fleming, J., Rowe, A. D., & Jackson, D. (2021). Employers as educators: the role of work placement supervisors in facilitating the transfer of skills and

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knowledge. Ha, N. T. N., & Duong, N. V. (2022), argues that on- the training is training through direct practice.

6.8.2 Effect of training on skills

The results of the experience and training produce skills that are divided into two stages, namely: a. compilation (lower-level skill) in this stage, the individual only learns these skills in outline and in a short or limited time Christian M, Merisa M. 2020. The effect of education on motivation several previous research results and as computer technology develops in Indonesia, entrepreneurs in the swallow industry are able to manipulate audio, and humans try to imitate the sound of swallows which resemble the sound of their colonies by playing the cassette. After becoming proficient, they tried recording sound using a CD room, until finally using a plysdisk which was able to record clearer sound. The development of swallow bird maintenance businesses is proof of the application of education and knowledge through formal, non-formal and informal education so that entrepreneurs are motivated to increase personal, family, community and state income.

6.8.3 The effect of training on motivation

In general, it can be said that the purpose of motivation is to move or inspire a person to have the desire and willingness to do something so

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as to obtain results or achieve m certain goals Hidayat, A. (2021). The influence of compensation and motivation on employee

performance with job satisfaction**.** The purpose of motivation is to increase morale and job satisfaction, increase work productivity, increase discipline, create an atmosphere of good working relations, increase responsibility for their duties, and increase loyalty, creativity, and participation ufrizen, J., & Sitorus, T.S. (2021, July).

6.8.4 The effect of skills on motivation

(Ahmad, 2021) intrinsic motivation and extrinsic motivation are a intrinsic motivation is the motivation that arises from a person. This motivation usually arises because of someone's hopes, goals, and desires for something, so that he has the enthusiasm to achieve it. b. Extrinsic motivation is something that is expected to be obtained from outside of a person. This motivation is usually in the form of the value of a material, such as rewards in the form of money or other incentives that are obtained for an effort that has been made. Meanwhile, (Rida, 2019) and Sardiman (2018: 89) says that intrinsic and extrinsic motivation are as follows intrinsic motivation is motivation that becomes active or functions without needing external stimulation because, within each individual, there is an urge to do something. b. Extrinsic motivation is motivation that becomes active or functions because of external stimuli.

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6.8.5 Effect of education on business performance

(Banha, etal, 2022)**,** (Raudatus Syaadah*1, (2022) informal education is education where people learn accidentally and this learning is not intentional to help people learn.Informal education is a family education pathway that does not have a structure such as formal and non-formal education. Informal education interacts more within the family environment, such as family activities in the form of independent learning and household activities and is carried out consciously and responsibly.

6.8.6 Effect of training on business performance

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(Banha, etal, 2022)**,** (Raudatus Syaadah*1, (2022) informal education is education where people learn accidentally and this learning is not intentional to help people learn.Informal education is a family education pathway that does not have a structure such as formal and non-formal education. Informal education interacts more within the family environment, such as family activities in the form of independent learning and household activities and is carried out consciously and responsibly.

6.8.7 The effect of skills on business performance

The manager needs to have various abilities and expertise according

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to their profession. Then it is necessary to improve performance and develop the abilities of managers through a series of attractive compensation activities and a sustainable trainer development program. 5. Worker Performance and Attitude: In the long term, it is necessary to pay attention to the attitude of employees towards the company and work in order to work well. 6. Public Responsibility: Businesses must have social responsibilities such as promoting community welfare, reducing pollution, and creating.

6.8.8 The effect of motivation on business performance

In practice, there are several advantages to the service business, including (Sadiq, 2022). 1. There is no need for large capital to start a business. This happens because the service business only requires determination, skills, ideas, service, talent, and intelligence that can provide satisfaction for consumers. 2. It is intangible and does not recognize purchasing stock. That is, a service business does not require consistent and repetitive preparation, except for initial operating capital. 3. There is no need to other distributing, calculating, and monitoring product circulation. Service business Owners only need to focus on the services provided to consumers. 4. There is no need for product circulation. That is, there will never be a capital settlement of the product or product capital deposition caused by the unsold product in the market. 5. Service businesses do not require stock warehouses for the circulation of products.

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6.8.9 The effect of policy on business performance

Based on the influence of each latent variable directly standardized direct effect and indirectly standardized indirect effect and the total effect standardized total effect is explained as follows:

a) 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.

b) The direct effect of skills on motivation is 0.624, the indirect effect of skills on motivation is 0.000, and the total effect of skills on motivation is 0.624.

c) The direct effect of training on motivation is 0.200, the indirect effect of trainin on motivation is 0.330, and the total effect of training on motivation is 0.530.

d) The direct effect of motivation on business performance is 0.217,

the indirect effect of motivation on business performance is 0.000, and the total effect ofmotivation on business performance is 0.217.

e) The direct effect of policy on business performance is 0.168, the indirect effect of policy on business performance is 0.000, and the total effect of policy on business performance is 0.168.

f) The direct effect of education on skills is 0.445 the indirect effect of education on skills is 0.000, and the total effect of education on skills is 0.445.

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g) The direct effect of training on skills is 0.200, the indirect effect of training on skills is 0.000, and the total effect of training on skills is 0.528.

h) The direct effect of motivation on policy is 0.000 the indirect effect of motivation on policy is 0.000, and the total effect of motivation on policy is 0.000.

i) The indirect effect of education on motivation through skills

(Daud et al., 2020; Kosko et al., 2020). Said that the results of the research show that:

(1) Education and training (training) have a positive and significant effect on motivation (Astriyani, et al. 2021),.

(2) Employee performance is directly and significantly improved by education and training.

(3) Performance is positively and significantly impacted by motivation. According to the study's findings, it may be recommended thatin order to enhance employee performance, it is necessary to conduct an assessment of employees regarding the application of training in accordance with job requirements.

(4) There is an indirect effect of education on motivation through skills.

i) The indirect effect of training on motivation through skills Training on the installation of swallow chicks chirping non stop to lure brood birds to feel at home in the building and training for building management so that the temperature and humidity remain stable according to the conditions in the

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cave where the swallow bird colony is located This training is also very important regarding the procedure for installing good fin boards so that they feel comfortable living and feel safe laying their eggs. It is also necessary to take part in training on how to harvest swallow nests so that the swallow birds maintenance are not shocked and remain silent about making new nests again after being harvested. The maintenance of swallows really needs training and skills to get better results.

ii) The policy variable is a moderator variable and does not strengthen business performance**.** Some entrepreneurs in the year 2020 stated that the reason why some people in Soppeng, Wajo, and Sidrap Regencies are pursuing the swallow bird maintenance business is because the income generated is quite high, even though the capital spent is also quite a lot, and the results obtained are also balanced with what is spent if it is managed well. The return on capital issued is also not too long, if managed properly in accordance with the conditions of the swallow bird habitat. When the swallow building is finished and ready to be inhabited by the swallow habitat, you don't have to wait long. The building visited by the swallow bird colony is a building that fits the habitat conditions of the swallow bird. Business owners really depend on their creativity in designing buildings so that swallow birds maintenance

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quickly occupy the building

and nest, so that in the third and fourth months you can see the development of swallow nests, and some are even ready to be harvested even though the first harvest is still small. During the first harvest, the business owner must be very careful so the birds are not startled.

B Qualitative Results

6.1 Introduction

The results of qualitative research show that the income of each swallow industry entrepreneur is different due to differences in age, education, skills, motivation and experience. From the informant's experience, it is known that entrepreneurs obtain good results because they study diligently and have a good educational background and understand the use of technological tools that are appropriate to the situation and conditions of the swallow colony's habitat. If the swiftlet cultivation industry is carried out well and correctly, it will have a good impact not only on successful swallow nest entrepreneurs, this can also have a significant impact on the income of the community and other entrepreneurs. Swallow's nest entrepreneurs can develop and expand their marketing to meet domestic and foreign market demand.

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6.1.1 Case Study A

From several interviews with each informant, it is known that the first informant experienced an increase in industrial swiftlet rearing efforts from the first harvest, and the second harvest and so on increased even though the first bird's nests had not been harvested, all because of the capacity to develop the population from the existing nests alone. can be harvested 25% of the total existing nests.

The informant did not explain the total income obtained from the swallow's nest business in detail. However, it is said to have increased and increased income from the previous business which only earned around Rp. 3,000,000,-/month, now getting results above Rp. 3,000,000,-/month can be seen that with this swallow's nest business you can increase your income from your previous income, and from this increase in income you can also send your children to school. (Hj. Fatimah, 2021)..

6.1.2 Case Study B

Meanwhile, informant No. 2 also experienced an increase with each harvest, and was even able to help his business to increase his garment shop business, but this did not explain the average income of his swallows because they were often collected and then sold to an income of hundreds of millions. This is due to the experience of having started when setting up a building for the swiftlet rearing industry, always

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studying technological developments, especially for the tools used for the swiftlet rearing industry. Before there was a swallow's nest business, the income was not stated.

6.1.3 Case Study C

Furthermore, informant 3, before building the swallow's nest building, worked as a civil servant as a teacher at a junior high school in the district. Soppeng with a salary of around Rp. 3,000,000/month, with the intention of building a swallow's nest building to increase income and as an additional activity. The results of this business increase income by approximately 50 million a month because the new harvest is sold to middlemen at varying prices, according to the classification and quality according to informant information. Education and knowledge are very necessary to understand the size and quality of the swallow's nest products. This is of course supported by several factors that enable swallows to develop well, resulting in good quality swallow nests. By increasing the quality of swallow's nest products, the price automatically becomes more expensive and can increase the entrepreneur's income so that he can easily meet his family's needs and can even send his children to a higher level of education (Bakhriansyah, 2021).

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6.1.4 Case Study D

The fourth informant is a garment entrepreneur and swallow-keeping machine tool entrepreneur as well as an informal consultant for building a swallow business for entrepreneurs who are just starting a business, providing consultations on maintenance and training on how to use technological machine tools used for swallow-keeping. H. Bakri from an interview on 09 February 2020 whose address is Sidrap Regency. Initially, he only built a swallow house, added a building above his garment shop and has succeeded in adding another special building for the swallow house after knowing how to maintain it and having the technological tools and training for budding entrepreneurs and becoming an informal consultant in managing the swallow house properly and according to what is desired by the government. swiftlet colony. The sales results can be obtained in the hundreds of millions per sale collected in approximately three months.

6.1.5 Case Study E

The fifth informant is a clothing seller with a fairly decent income and a lot of customers in Sengkang City, Tempe District, initially only building a shop after being able to successfully build another place closes to Dana Tempe in Tempe District, Sengakang City. Apart from remaining a garment shop after building a swallow business, additional income from swallow nests and provides an increase in its

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business,

This explains that the swallow nest business can increase people's income and also the process of making swallow buildings requires labor, so this can reduce poverty in the business area. Having this business can increase income and also fulfill people's living needs (Efendi, 2021). Each swallow nest entrepreneur has a different income which is caused by several factors including a less strategic location or less crowds of swallows, it takes a long time to build a swallow building and also because the sound of the swallow calls produced by the CD is less attractive. Entrepreneurs who manage professionally and have knowledge and experience can produce quality nests at high prices. The harvest is generally carried out three or four times a year. Swiftlet nests that have been harvested must be stored at a certain temperature of around 25 ℃ to 30 ℃ so that they are not too dry because this ensures that the nest does not become porous or damaged and is not too damp so that it does not become moldy.

The maintenance and production of swallow nests in Soppeng, Wajo and Sidrap districts continues to develop and increases from year to year, even the number of swallow houses and breeding areas has increased. It is proven from the results of surveys that have been carried out that in 2017 only bout 50 swallow houses and now in 2023

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it is estimated that this will increase to hundreds of buildings, but the exact number is not yet known because not all swallow entrepreneurs register their businesses with the department relevant government..

The construction of the Swallow's Nest building is also a means and facility for people who are working and starting businesses. The existence of this swallow's nest business is able to absorb labor. This proves that this business is able to reduce poverty rates and increase income for all business actors from rural areas to cities. In fact, the positive impact of maintaining the swiftlet industry provides an increase in the income of swiftlet nest business actors because the average swiftlet entrepreneur has another business that can synergize with his swiftlet business.

The business of maintaining the swiftlet industry improves the welfare of the surrounding community through various methods such as alms, donations and other forms of donations, with some providing donations in the form of money and/or goods to the surrounding community. There are also business actors who directly spend 2.5% of the total sales proceeds in accordance with the orders of Islamic law. The 2.5% proceeds are then distributed to the local community in the form of money or goods such as rice, sugar and so on and this research is also proven by research \ Zaidan and Agus (2021). The industrial maintenance of swiftlets has had a positive impact on

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improving welfare on the community's economy, proven by several previous researchers (Widodo, S., & Rahmat, A. (2020); Anggraini, N. (2021); (Afandy et al., 2021); Pratama, SR (2023)

Swallow Bird Nest in Indonesia (*Sarang burung walet SBW)* production cannot be carried out by all countries, only specifically in Southeast Asian countries, including Indonesia and Malaysia as well asother ASEAN member countries, because swallows are very dependent on the natural climate and environment, including the availability of natural food (ecosystem balance). Swallows are sensitive to climate change so that swallows can nest in buildings that have been prepared. Knowledge, education, motivation and skills are needed to organize or manage buildings to create an atmosphere like the life of a swallow colony in the open.

From the discussion above, it can be concluded that in general, both in terms of business and marketing and increasing people's income through the business of maintaining the swallow bird industry, although there are still obstacles in carrying out this business, such as the capital required is quite large, and also the placement of buildings strategic and even experience in managing this business so that it can attract the attention of birds to enter the building to nest and grow. The swiftlet industry requires a lot of attention in its management, therefore entrepreneurs who keep swallow bird must have various

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experiences and scientific disciplines to manage them because these birds are free- range birds. .

In line with this research regarding the influence of education, training, motivation and skills to carry out business, especially the business of maintaining the swiftlet industry. In accordance with the government program to increase people's income through MSME businesses in Indonesia. Support from the Indonesian government will open market access for Indonesian swiftlet nest products, especially through government policy regarding the agreement to add to the list of Indonesian SBW companies in the People's Republic of China (PRC) and exports by General Administration of Customs of China (GACC) (Nurhaliza, 2021) and Setiawan, D., & Prasetyo, B. (2020).

Conclusion From the results of data analysis and research discussion, the swallow nest business on the coast of Lake Tempe which is surrounded by three districts, namely Kab, Soppeng, Wajo and Kab. Sidrap has a positive effect on increasing people's income. This business is blessed by Allah SWT to hope that business actors will receive halal sustenance, blessings and the realization of equal distribution of prosperity (Ariyadi, 2018).

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CHAPTER 7

CONCLUSIONS AND IMPLICATIONS

7.1 Introduction

This dissertation aims to examine the influence of education, training, skills and motivation variables on business performance, with policy as a moderator variable. Based on the research questions outlined in Chapter 1, 13 hypotheses were proposed. A mixed-methods approach was chosen to answer research questions as well as test hypotheses.

The methodological aspects of the study and research results can be used as additional references to existing literature and can be used as a guide for new research that wants to be carried out. This research can also be used as a research target marker for future researchers regarding the maintenance swallow bird industry in Indonesia, and in countries that have potential for the maintenance swallow bird industry. The contributions of this research can be classified into five contributions, namely 1 Theoretical contributions, 2. Methodological

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contributions 3.Practical contributions, 4. Education and Training 5. Policy Constribution to the government. The conclusions and recommendations are as follows. 7.2 Discussion of major findings This section discusses the results of both the quantitative and qualitative research phases. Table 7. 1 The results of the hypothesis testing carried out in Chapter 4 can be seen in the following table:

Table 7.1

Results of hypotheses

No	Hypotheses	Decision
1	H1= Education has a significant effect on skills.	Supported
2	H2= Training has a significant effect on skills.	Supported
3	H3= Education has a significant effect on motivation.	Supported
4	H4= Training has a significant effect on motivation.	Supported
5	H5= Skill has significant effect on motivation.	Supported
6	H6=Education has significant effect on business performance.	Supported
7	H7=Training has a significant effect on business performance.	Supported
8	H8=Skill has a significant effect on business performance.	Supported
9	H9=Motivation has a significant effect on business performance.	Supported
10	H10= The policy has a significant effect on business performance.	Supported
11	H11=There is an indirect effect of education on motivation through skills.	Not supported
12	H12=There is indirect effect of training on motivation through skills.	Not supported
13	H13= The policy variable is a moderator variable between motivation and business performance.	Not supported

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7.1.1 Education and skills

Mary C. Mc Namara, Dominic C. Harmon, and Jean Saunders (2020) said that education has a significant influence on skills. High education will affect a person's skills at work. Giorgio Di Pietro and Peter Urwin (2021) said that education variables affect skill variables. Brucetongem et al. (2021) said education has an effect on skills. The education variable has a relationship with the skills variable. People who have higher education can master good skills. John Dewey, Education is a process of renewing the meaning of experience. This can occur in ordinary relationships or in the association of adults with young people; it can also occur intentionally and institutionalized to produce social continuity. This process involves supervising and developing immature people and the groups in which they live (Joyce, 2019).

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Iverson's (2020) skills are something that requires basic training and abilities that everyone has in order to be able to produce something more valuable more quickly. Skill is a term that includes knowledge, competence, and the ability to perform operational tasks. Skills can be developed through life and work experience or learned through training. Swallow nest entrepreneurs who have a high level of education will have skills in managing their swallow nests properly. Swallow bird maintenance entrepreneurs will read and learn to manage swallow nests well.

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7.1.2 Training and skills

Valérie Pennequin et al. (2021) said that training affects skills. People who are given training will be able to use their skills well. While people who are not trained will have low skills at work, S. Behroz-Sarcheshmeh M Karimi (2020) said that the training variable caused an increase in the skills variable. People who often take part in training will have good skills.

Bernardin & Russell (2020) Training is defined as any effort to improve the performance of the job currently held or related to it. This usually means a change in certain knowledge, skills, attitudes, or behaviors. To be effective, training must involve experiential learning, be a planned organizational activity, and be designed to respond to needs. Noe, Hollenbeck, Gerhart, and Wright (2021) describe training as a planned effort to facilitate the learning of work-related knowledge, skills, and behaviors by employees.

Some of the benefits of training by Noe, Hollenbeck, Gerhart, and Wright (2021), namely: a. Increase employee knowledge about culture and outside competitors. b. Assist skilled employees to work with new technology. c. Helping employees understand how to work effectively in teams to produce quality services and products d. Ensure that the corporate culture emphasizes innovation, creativity, and learning. e. Ensure safety by providing new ways for employees

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tcontribute to the company as their jobs and interests change or when their skills become paramount. f. Prepare employees to accept and work more effectively with each other, especially with minorities and women. Skill is the ability to perform work easily and accurately (Sri Widiastuti, 2021:49). Hari Amirullah (2020:17), & Andi Nu Gra's (2021) training variables affect employee abilities.The training attended by swallow nest entrepreneurs has increased the skill variable in managing the swallow nest business.

7.1.3 Education and motivation

Putri Kemala Dewi Lubis (2021). Entrepreneurship education has no positive and significant effect on entrepreneurial motivation. Andwiani Sinarasri and Ayu Noviani Hanum's (2020) educational background and family entrepreneurship education have no effect on entrepreneurial motivation. People who have higher education do not necessarily have high motivation to do swallow-bird maintenance entrepreneurship. Many swallow-bird entrepreneurs do not have a high education. That means that education does not affect the motivation of swallow-bird maintenance entrepreneurs. Swallow's nest entrepreneurs who do not have a higher education can develop their swallow's nest business. They have high motivation to develop their swallow nest business.

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7.1.4 Training and motivation

Rosita (2020) states that there is an effect of training on motivation. In accordance with Maslow's hierarchy of needs theory, which states that training is a need that must be met, namely the need for achievement in the field of work handled, the need to be able to handle work actively according to interests and talents, the need to acquire responsibility in the field of work handled, and the need to obtain increased entrepreneurship.

The maintenance Swallow-bird entrepreneurs will be motivated to develop their businesses if they receive training. Setyowati Subroto (2021) says there is an effect of training on motivation. Training is one of the efforts to increase the ability of both individuals and groups so that they can contribute to the effectiveness and efficiency of the organization.

Through their ability, the knowledge and skills of employees who are adequate and in accordance with their field of duty will be able to contribute to increasing the efficiency and effectiveness of the organization in achieving its goals and objectives. However, if employees do not have or lack knowledge and skills, besides being a burden on the organization, it will also make the organization less effective and efficient in achieving the goals it has set (Boe, 2020).

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Training is a process of increasing employee knowledge and skills, and training is carried out at all levels in the organization. After employees have attended training, they will change their attitudes sthat they can do their job more effectively. Even specific training also provides specific skills or helps employees improve deficiencies in performance (Kaswan, 2020).

Motivation can come from within a person in the form of awareness about the importance of the benefits of the work he is doing, and this motivation is called intrinsic motivation. There is also motivation that comes from outside the person concerned, which is called extrinsic motivation, where extrinsic motivation is work encouragement that comes from outside the worker in the form of a condition that requires them to carry out a job to the fullest and they feel responsible for a job, so without external factors that influence them to be motivated to carry out their work (Bangun, 2020).

7.1.5 Skill and Motivation

Shofa Sutihat (2020) states that there is no influence of skills on motivation. Next, Rudi (2020) produced research that stated that there was no effect of skills on the motivation of swallow bird maintenance. The skills possessed by swallow bird maintenance do not affect the motivation of swallow bird maintenance in developing their swallow

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bird maintenance business. Skills or proficiency are possessed by a person to do a job and can only be obtained through practice, botthrough training and through experience.

Skill is also something that every swallow entrepreneur must have because skill, ability, and dexterity are important in completing his work. Expertise will make swallow entrepreneurs able to do something well. Therefore, motivation is not influenced by skill. The skills possessed by swallow bird maintenance do not affect motivation because the skills possessed by swallow bird maintenance are used to increase the income of the swallow bird business.

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7.1.6 Education and Business Performance

Moerdiyanto (2020) states that there is no effect of education on business performance. Ginn (2020:102–106) conducted research on the relationship between education and business performance and found that an increase in organizational performance is not determined by the education a person has. These findings support Wright's research (2020) with service companies in the United States, which concluded that manager education has no positive effect on the performance of company managers statistically. The education possessed by the swallow bird entrepreneur cannot improve the business performance of the swallow bird business. Swallow bird maintenance workers who have high and low education do not have a

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significant difference in improving the performance of their swallow bird nest business. The business can improve its business performance if the swallow bird maintenance business is willing to work hard in developing its business.

7.1.7 Training and Business Performance

Wayan Sutya, et al. (2020) said that there is a significant effect of training on business performance. Another factor that can improve business performance is training. Training is one of the most frequently used human resource development interventions and is a pillar and stage in a person's empowerment program.

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Abozed et al. (2020) stated that training programs to improve skills are the main goal of the organization in order to achieve company goals. An effective training program must have strong support from superiors and be able to serve as a positive role model for subordinates (Zenger et al., 2020). Training attended by swallow bird maintenance can improve the business performance of maitenance swallow bird entrepreneurs. The swallow bird maintenance entrepreneurs benefit from the training they attend because the training discusses ways to manage the swallow bird business. Training is an activity carried out by companies in an effort to improve capabilities, skills, performance, and business performance achievements (Yuniarti et al. 2020). The business

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performance of the swallow's nest entrepreneur can be influenced by skills because training can develop the ability of the swallow's nest business .

7.1.8 Skill and Business Performance

The skill variable has no effect on the performance of the maintenance swallow bird nest business. According to Abdur Rozzaq Fahm et al. (2020), the skill variable does not affect the performance of the swallow bird maintenance business because the skills possessed by the swallow bird nest entrepreneur do not have the enthusiasm to develop their business and profits.

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The skills possessed by maintenance swallow bird nest entrepreneurs are used to manage the swallow bird nest business. Nadler (2021) defines skills as activities that require practice or can be interpreted as implications of activities. Gordon (2021) Skill is the ability to work easily and carefully. This understanding usually tends toward psychomotor activity. Swallow-brained entrepreneurs improve their business performance through various variables so that the skill variable does not affect the business performance variable.

7.1.9 Motivation and Business Performance

The research results show that motivation variables can influence the business performance of swallow entrepreneurs, supported by the

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research results of Rangga Mahardhika (2019). Motivation is a basic impulse that moves a person or the desire to devote all their energy to a goal. Mangkunegara (2020:61), motivation is a condition or energythat moves employees who are directed to achieve the company's organizational goals. Three elements are key to motivation: effort, organizational goals, and needs. Motivation arises in humans as a result of encouragement from the elementsof goals and needs. Swallow maintenance is supported by strong motivation to achieve goals. Wright (2020) regarding service companies in the United States and achieving business performance (Yuniarti et al. 2020). The business performance of swallow nest entrepreneurs can be influenced by skills because training can develop swallow nest business capabilities.

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7.2 Policy and Business Performance

S. Handoyo, H. Suharman, E. K. Ghani, and S. Soedarsono, (2023).The results of the Study show that policy variables cannot affect the business performance ofswallow bird entrepreneurs. The results of this study are supported by the results of research by Joko Sukendro and C Ambar Pujiharjanto (2020). There is no significant effect of policy on company performance in Indonesia. The results of the study show that government policies do not affect the business performance of the swallow bird business. Anderson (2021) says the notion of policy is a relationship between government units and their

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environment. Gerston (2019) defines policy as an effort made by the government or officials. These efforts are carried out at every level of government and aim to solve public problems.

The results of this research are that policy is a moderator variable between the independent variable and the dependent variable. Sartono's (2020) policy, which is a moderator variable, does not strengthen the relationship between the independent variable and the dependent variable on business performance in the swallow's nest maintenance business. Furthermore, Riska's (2019) research results state that the policyvariable is a moderator variable that does not strengthen the relationship between business performance variables in the swallow's nest business.

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7.2.1 Indirect Effect of Education on Motivation through Skills

The results of the study show that there is an indirect effect of the education variable on motivation through skills. Robert (2019) said that educational variables can affect motivational variables through skills. Swallow bird maintenance entrepreneurs who have a high level of education can increase their motivation to develop their swallow bird business if they have good skills in developing their swallow bird business. Therefore, the education variable cannot increase the motivation variable if the education variable does not go through the skills variable.

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7.2.2 Indirect effect of training on motivation through skills

The result of this research is that there is no indirect effect of training variables on motivation through skills. James (2020) said that the training variable can directly affect the motivation variable without the skills variable. Entrepreneurs of swallow bird nests can increase their motivation to develop a swallow bird nest business through training without going through a skills assessment.

7.2.3 Policy is a moderator variable in the relationship between motivation and business performance.

The result of this research is that the policy is a moderator variable between independent variables and dependent variables. Sartono's (2020) policy, which is a moderator variable, does not strengthen the relationship between independent variables and dependent variables on business performance in the maintenance swallow bird nest business. Furthermore, the results of research from Riska (2019) said that the policy variable is a moderator variable that does not strengthen the relationship between business performance variables in the swallow bird nest business.

7.2.4 The Role of Education

Cahyani (2020) Education does not have an important role in helping swallow-nest entrepreneurs develop. An important factor

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for increasing the swallow bird nest business is a strong desire to succeed in running a swallow bird maintenance business. The factors that support the progress of the swallow bird nest business are capital and experience in managing the swallow bird maintenance business. Next, Cahyono (2019) notes that many successful swallow bird maintenance entrepreneurs are not people who have a high education, but people who are successful in managing a swallow bird maintenance business come from people with low education

7.2.5 The Role of Training

Riko (2019) argues that the training variable affects the business performance of the swallow bird nest maintenance business because training trains swallow bird nest entrepreneurs to manage their business in a more modern way. Training can improve the ability of swallow- bird maintenance entrepreneurs to improve their business performance and increase productivity. The training variable can improve the ability of swallow bird maintenance entrepreneurs to develop their businesses so that they will make abundant profits.

7.2.6 The Role of Motivation

Miftah (2019) Motivational variables affect business performance in the swallow bird nest business because swallow nest entrepreneurs

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who have the motivation to benefit from their swallow bird nest business will work enthusiastically so that their swallow bird nest business will develop. Motivation can improve business performance because it can increase one's drive to advance in entrepreneurship.

7.2.7 The Role of Skill

Cahyadi (2020) argues that the skill variable affects the business performance of the swallow bird maintenance business because skill can improve the ability of maintenance swallow bird's nest entrepreneurs to manage their swallow bird's nest business professionally. The skills that must be possessed by swallow bird maintenance entrepreneurs are being able to choose the right location, using black wall paint on the outside, installing proper air ventilation, adjusting the temperature to stay in the range of 27–29 °C, paying attention to air humidity, breeding, maintenance, pests and diseases, and harvest period and using for tecknology Gabriel Sumampouw, R. D. Et al., (2022).

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7.2.8 Role of policy as moderator

Fatur's (2019) policy variables can reduce the performance of swallow bird maintenance entrepreneurs due to a government policy that requires swallow bird nest product entrepreneurs who produce swallow nests with the proceeds from the sale of swallow nests to pay income tax (PPh) of 10% of total sales of nest products. Swallow bird maintenance so that it can reduce the performance of the swallow bird maintenance business. It seems that the government policy has not made the persistence of swallow-maintenance easy to manage their business.

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7.3 Contribution of the study

The contributions of this research can be classified into three contributions, namely a. Theoretical contributions, b. Methodological contributions and c. Practical contributions, d. Education, e. Policy.

7.3.1 Aspects of theoritis

For theoretical contributions, this research can contribute to understanding the benefits of education, training, motivation and skills R Core Team. (2023)**,** in influencing the improvement of business performance in the maintenance swallow bird industry, especially for entrepreneurs and society in general. Scientists

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and academics can use the results of this research as additional information or guidance for conducting further studies in the business sector related to the swallow bird business and industry and its development in Soppeng Regency, Wajo Regency and Sidarap Regency, South Sulawesi, Indonesia. Researchers can also use as a reference the research theoretical framework developed based on the Resource Basic View (RBV) Theory and strategic human resource management (SHRM) in developing and improving business performance among swallow industry entrepreneurs in Indonesia and other countries. The application of RBV and SHRM theory is relevant to competitive advance and can be developed in broader fields of study or can be used as a guide in new fields of study in new fields and can test the strength of the application of the theory.

In connection with this research is able to provide theoretical guidance to researchers for carrying out descriptive statistical analysis and continues with the application of SPSS inferential statistics and can be continued with Structural Equation Modeling (SEM) analysis to test the proposed hypothesis. Guidance in choosing a CB- SEM or PLS-SEM approach can help researchers use an SEM analysis approach that is more appropriate to the research context being studied. This research can also make it easier for researchers to build SEM models and the criteria that must be

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met before analysis is carried out.

This discussion can also contribute sources of information for the development of measurement instruments. Research question I tems that are adapted and used as references 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 maintenance a swallow bird industry

The research results can be used as an additional reference to existing literature and can be used as a guide for new researchers who wish to undertake research. The main results of this research are to determine educational practices, training, motivation, skills and policies to improve the performance of the swallow industry business as well as the community's desire to start this business to improve their welfare. Therefore, this discussion seeks to contribute to business understanding through better education and training regarding effective and efficient business methods. It is hoped that this research can provide useful objectives for business actors, society, academics and provide recommendations to the Indonesian government.The methodological

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7.3.2 The Methodological

Seetharaman K., et al Chaudhury H., Hung L., Phinney A., Freeman S., Groulx M., Hemingway D., Lanthier-Labonté S., Randa C., Rossnagel E. (2023, protocol for mixed methods. The procedure and results of this study can give implications to the methodology to further study. The procedure for developing the measurement instrument of this study can used as a reference for future researchers to develop instruments study through the attributes of the proposed market placement.

Significant findings by attribute market placement industrial maintenance operators of swallows can be used to measure instruments in the same or different fields of study. While the findings are not significant can be used as a guide and additional reference in strengthening the argument for the study extension. In addition, future researchers can make procedures and processes data collection for this study as a reference and guide in helping to draft a more systematic and orderly data collection process.(QGIS Development Team. (2021). Lehdonvirta V, Oksanen A, Räsänen P, et al (2020).The sampling technique practiced in this study can provide an explanation for the strategy sample identification and questionnaire distribution techniques to study respondents extension.

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In relation to that as well, the questionnaire items are the source measurements for this study that have been tested and obtained validity values and good reliability can be used as a guide and source of measurement for further study. Pace DS. (2021) Future researchers can compare the measurement items of this study with other studies in choosing the best measurement items for their studies. Furthermore, the method of analysis of the study is Structural Equation Modeling in this study can provide guidance to future researchers in conducting This analytical approach is systematically followed step by step based on valid reference. In addition, this analysis can be used in testing

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Hypothetical proposal for further studies related to the Preservation of the swallow industry. This mixed methods research is expected to provide useful purposes for business people, the community, academics and provide recommendations to the Indonesian government.

7.3.3 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

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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. This research can also help entrepreneurs obtain additional results from the study methods presented in the results of this research. Entrepreneurs in the swallow bird industry can increase their knowledge about good business management. This makes it easier for entrepreneurs to continue referring to entrepreneurs who have had education, training, skills and high motivation for this business. Furthermore, this research can provide guidance as well as targets and knowledge to the public and entrepreneurs who want to continue and develop their businesses and teach new entrepreneurs.

7.3.4 Contribution of Education, Training, Motivation and Skills

The results of this research can contribute to formal and non- formal education to improve the performance of the bird purse industry maintenance business. Further training is needed to increase motivation and create skilled and skilled entrepreneurs to improve business performance in managing the swallow industry.

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7.3.5 Constributuion and Rcomendation to Government

It is hoped that this research can provide useful objectives for business actors, society, academics and provide recommendations to the Indonesian government to create policies or regulations that can improve community welfare through small and medium businesses, onef which is the business of maintaining the bird wallet industry. Through this business, new job opportunities can be opened and housewife workers can be absorbed and reduce the decline. Providing opportunities for novice entrepreneurs and old entrepreneurs to improve their businesses to compete in the global market for marketing swallow's nests. Government policies can improve community welfare through small and medium businesses.

7.4 Suggestions

i} Increasing regional income requires government policies to foster and encourage small businesses through formal, non-formal and informal education to improve the performance of entrepreneurs, especially those related to increasing the swallow bird industry.ii}Training activities to improve the business performance of the maintenance swallow bird industry need to be developed and improved.

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ii) The government and related agencies must encourage and increase enthusiasm and motivate entrepreneurs to improve the performance of swallow industry entrepreneurs.

iii) Improve and develop new and old entrepreneurial skills to adapt to developments in society and technology in business competition.

iv) The government must pay attention and make policies to preserve ecosystems and environmental sustainability to protect the extinction of animals due to environmental damage such as pollution,

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v) Government policies are needed for the continuity and improvement of community businesses from all aspects including economic, social, cultural and legal to improve community welfare, one of which is through the maintenance swallow bird industry.

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Commands of the Holy Qur'an and messeges of parents

Bacalah dengan nama Tuhanmu yang menciptakan, Dia meciptakan manusia dari segumpal darah. Bacalah dan Tuhanmu itu Maha Pemurah, yang mengajar dengan pena, (tulis) mengajarkan manusia apa yang belum diketahui,

(Qs, Surah Al Alaq,96 :1-5)

Dalam penyelidikan kualitatif peneliti menyadari dalam ketentuan Ayat Suci Al Qur'an yang berbunyi sebagai berikut:

Katakanlah: Sekiranya lautan menjadi tinta untuk (menulis) Kalimat kalimat Tuhanku, niscaya habislah lautan itu sebelum habis (ditulis) kalimat kalimat Tuhanku, meskipun kami datangkan tambahan sebanyak itu (pula).

(Qs. Surah Lukman, 18.109)

Dan seadainya pohon pohon dibumi menjadi pena dan lautan (menjadi tinta) ditambahkan kepada tujuh lautan (lagi) sesudah keringnya, niscaya tidak akan habis habisnya dituliskan kalimat Allah. Sesungguhnya Allah Maha Perkasa lagi Maha Bijaksana.

(Qs. Surah Lukman, 31.27)

Dalam Buku: Ghazali Darusalam Page 3, and 451. Metodologi penyelidikan dalam Pendidikan

Pappaseng: Resopa Temmangingi Namalomo Naletei Pammasena Dewatae
Pekerjaan bersungguh sungguh mudah diberikan imbalan dari Allah
Work that is truly easy to get rewarded by the god
Sipaterimaingengi madeceng
Salamaki to pada salama
Terima kasih
Thanks
(Pesan orang BUGIS)

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Attachment

A. Standardized Regression Weights: (Group number 1 – Default model)

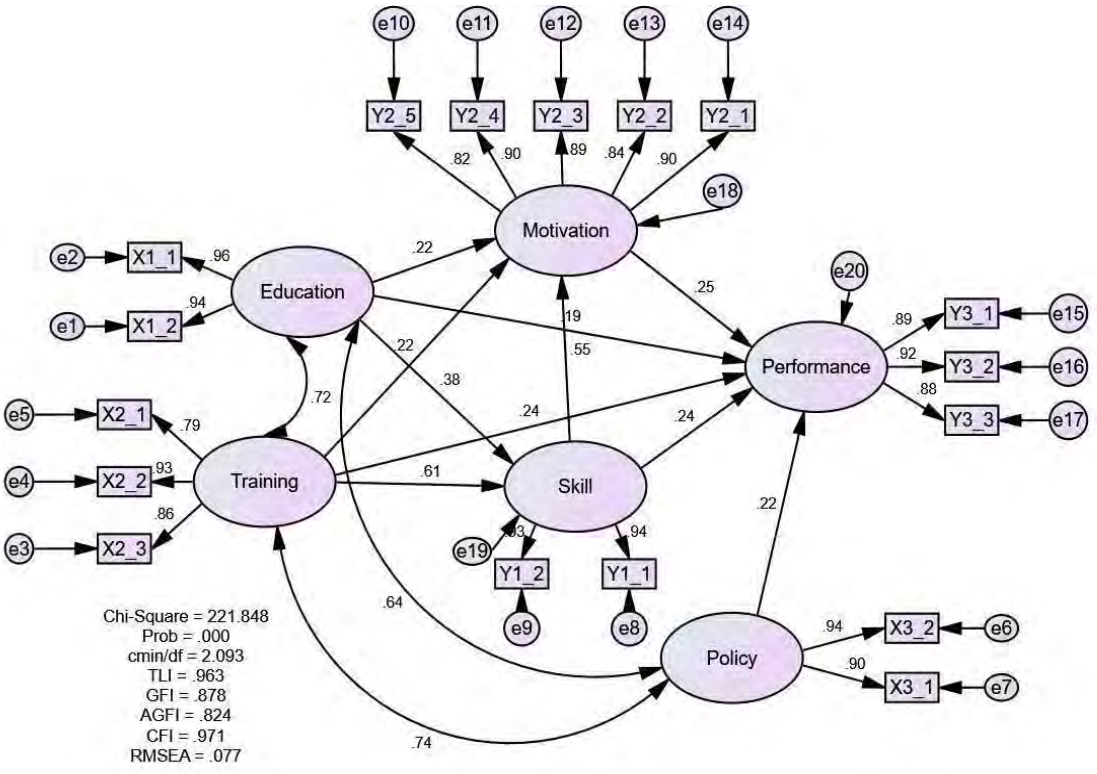
			Estimate
X1_2	<---	Education	.947
X1_1	<---	Education	.961
X2_3	<---	Training	.868
X2_2	<---	Training	.957
X2_1	<---	Training	.773
X3_2	<---	Policy	.956
X3_1	<---	Policy	.889
Y1_1	<---	Skill	.934
Y1_2	<---	Skill	.928
Y2_5	<---	Motivation	.822
Y2_4	<---	Motivation	.898
Y2_3	<---	Motivation	.894
Y2_2	<---	Motivation	.841
Y2_1	<---	Motivation	.896
Y3_1	<---	Performance	.894
Y3_2	<---	Performance	.920
Y3_3	<---	Performance	.886

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B. CONFIRMATORY FACTOR ANALYSIS (CONFIRMATORY

FACTOR ANALYSIS) or CFA is to confirm or test a model, namely a measurement model whose formulation comes from theory. Thus, CFA can be said to have two study focuses, namely: (1) are the indicators that are conceptualized in a unidimensional way valid (2) what are the dominant indicators that form the construct studied. The standardized regression values in the table above show the loading factor of each indicator on the construct where all values are > 070, which means that the indicators are valid as indicators to measure the construct.



Early Model

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The diagram above provides summary information on the GOF (Goodness-of-fit) test results on the research model, presented in the diagram below:

Table

Goodness-of-fit model

Goodness-Of-Fit (GOF)	Analysis Results	*Cut Off Value*	Evaluation Model
Chi-square	χ^2 = 221.85 P = 0.000	Probabilitas ≥ 0,05	Not good
TLI	0.963	GFI > 0.90	Good
GFI	0.878	AGFI > 0.90	Approach
AGFI	0.824	TLI > 0.90	Approach
CFI	0.971	CFI > 0.90	Good
RMSEA	0.077	RMSEA ≤ 0,08	Good

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Based on the existing GOF criteria, the GOF has been fulfilled, it is concluded that the model is fit with the data.AMOS provides recommendations connecting several residuals from several indicators so that the model becomes more fit with data where more criteria are met, as shown in the following table: Modification Indices (Group number 1 - Default model) Covariances: (Group number 1 - Default model)

			M.I.	Par Change
e19	<-->	Policy	51.694	.089
e19	<-->	Training	14.404	-.043
e13	<-->	e19	4.933	-.023

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			M.I.	Par Change
e9	<-->	Policy	13.181	.043
e9	<-->	e13	9.649	-.030
e9	<-->	e10	4.737	-.024
e8	<-->	e12	4.288	.015
e7	<-->	e19	14.955	.033
e6	<-->	e8	4.970	.015
e5	<-->	Policy	6.977	-.050
e5	<-->	e19	7.104	-.036
e5	<-->	e20	12.633	.013
e5	<-->	e17	7.702	.026
e5	<-->	e16	6.985	.020
e5	<-->	e15	11.299	.033
e5	<-->	e9	6.449	-.033
e5	<-->	e8	4.603	-.024
e5	<-->	e7	18.547	-.056
e4	<-->	Policy	6.076	-.027
e4	<-->	e17	7.136	-.014
e4	<-->	e8	6.540	.017
e4	<-->	e7	8.645	-.022
e4	<-->	e6	5.026	.016
e3	<-->	e5	5.846	-.040
e1	<-->	Policy	5.117	-.023
e1	<-->	e10	4.040	-.019
e1	<-->	e7	6.605	-.018

Default model)After modifications were made based on AMOS recommendations, the diagram above provides summary information on the results of the GOF (Goodness-of- fit) test on the research model, presented in the diagram above

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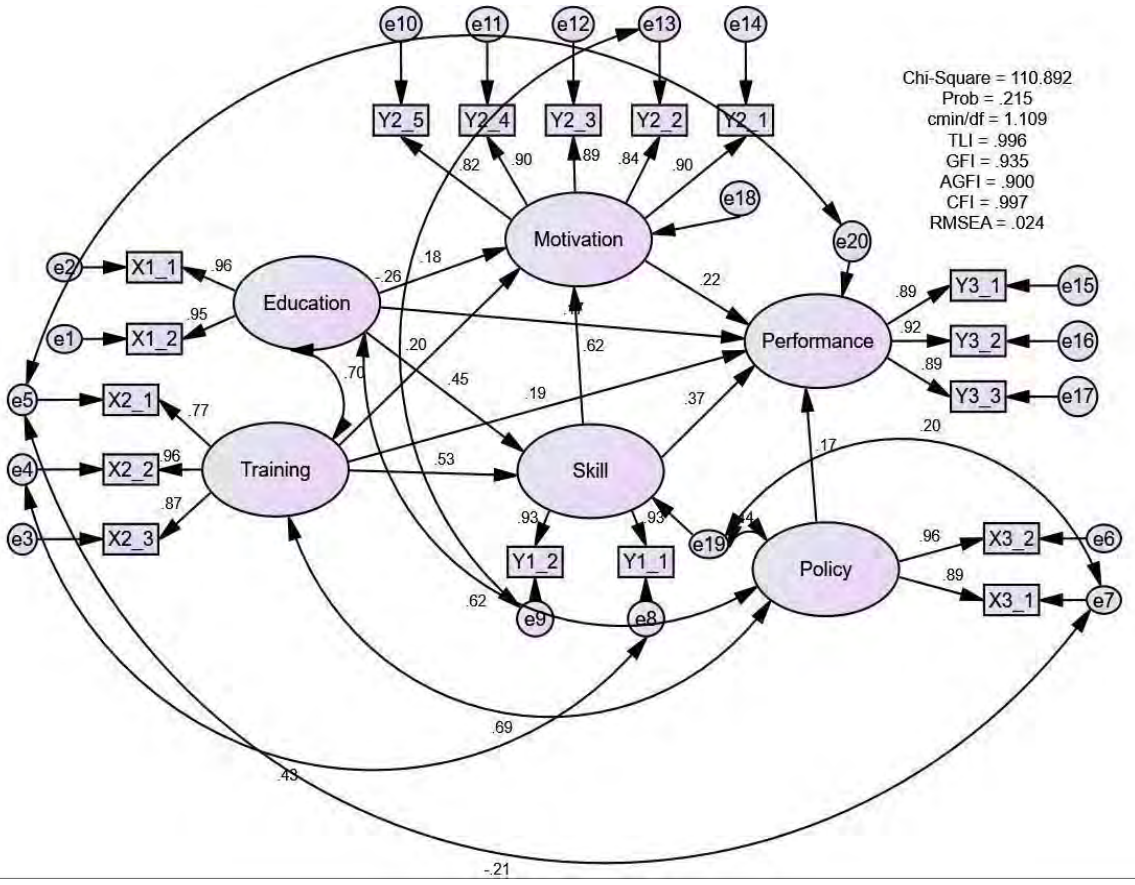
Table

C. Goodness-of-fit model

Goodness-Of-Fit (GOF)	Results of Analysis	*Cut Off Value*	Model evaluation
Chi-square	$\chi^2 = 110.89$ P = 0.215	Probabilitas ≥0,05	Good
TLI	0.996	TLI > 0.90	Good
GFI	0.935	GFI > 0.90	Good
AGFI	0.900	AGFI > 0.90	Good
CFI	0.997	CFI > 0.90	Good
RMSEA	0.024	RMSEA ≤ 0.08	Good

Based on the existing GOF criteria, GOF is fulfilled, it is concluded that the model is fit with the da

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D. Default model

	Weights	Covariances	Variances	Means	Intercepts	Total
Fixed	26	0	0	0	0	26
Labeled	*0*	0	0	0	0	0
Unlabeled	21	9	23	0	0	53
Total	47	9	23	0	0	79

Default model Notes for Model (Default model)
Computation of degrees of freedom (Default model)

Number of distinct sample moments:	153
Number of distinct parameters to be estimated:	53
Degrees of freedom (153 - 53):	100

Result (Deflt model)Minmum was achieved Chi-square = 110.892 Degrees of freedom = 100Probability level = .215 Group number 1 (Group number 1 - Default model)
Estimates

(Group number 1- Default model) Scalar Estimates (Group number 1 – Default model) Maximum Likelihood Estimates Regression Weights: (Group number 1 –

Default model)

			Estimate	S.E.	C.R.	P	Label
Skill	<---	Education	.455	.061	7.403	***	
Skill	<---	Training	.529	.065	8.114	***	
Motivation	<---	Education	.169	.062	2.734	.006	
Motivation	<---	Training	.186	.066	2.814	.005	
Motivation	<---	Skill	.580	.089	6.492	***	

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Performance	<---	Education	.175	.025	6.858	***
Performance	<---	Training	.196	.028	7.030	***
Performance	<---	Policy	.170	.031	5.408	***
Performance	<---	Motivation	.235	.056	4.170	***
Performance	<---	Skill	.374	.071	5.271	***
X1_2	<---	Education	1.000			
X1_1	<---	Education	.945	.034	28.006	***
X2_3	<---	Training	1.000			
X2_2	<---	Training	1.016	.052	19.620	***
X2_1	<---	Training	.950	.072	13.165	***
X3_2	<---	Policy	1.000			
X3_1	<---	Policy	.884	.047	18.807	***

			Estimate	S.E.	C.R.	P	Label
Y1_1	<---	Skill	1.000				
Y1_2	<---	Skill	1.086	.045	24.070	***	
Y2_5	<---	Motivation	1.000				
Y2_4	<---	Motivation	1.064	.068	15.674	***	
Y2_3	<---	Motivation	.998	.064	15.555	***	
Y2_2	<---	Motivation	.964	.068	14.095	***	
Y2_1	<---	Motivation	1.060	.068	15.613	***	
Y3_1	<---	Performance	1.000				
Y3_2	<---	Performance	1.000	.047	21.342	***	
Y3_3	<---	Performance	.888	.046	19.434	***	

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After modifications were made based on AMOS recommendations, the diagram above provides summary information on the results of the GOF (Goodness-of-fit) test on the research model, presented in the diagram above: In hypothesis testing, the hypothesis proposed is as follows:

E. GOF (Goodness-of-fit) the hypothesis proposed

For Skill variable:

H0: There is no relationship between Education and Skill
H1: There is a relationship between Education and Skill

H0: There is no relationship between Training and Skill
H1: There is a relationship between Training and Skill

For the variable Motivation:

H0: There is no relationship between Education and Motivation
H1: There is a relationship between Education and Motivation

H0: There is no relationship between Training and Motivation
H1: There is a relationship between Training and Motivation

H0: There is no relationship between Skill and Motivation
H1: There is a relationship between Skill and Motivation

For the Performance variable:

H0: There is no relationship between Education and Performance
H1: There is a relationship between Education and Performanc.

H0: There is no relationship between Training and Performance
H1: There is a relationship between Training and Performance

H0: There is no relationship between Policy and Performance
H1: There is a relationship between Policy and Performance

H0: There is no relationship between Motivation and Performance
H1: There is a relationship between Motivation and Performance

H0: There is no relationship between Skill and Performance.
H1: There is a relationship between Skill and Performance

H0: There is no relationship between Skill and Performance
relationship between Policy and Performance

For each variable, a hypothesis test is performed with

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a specified significance level relationship between Policy and Performance

H0: There is no relationship between Motivation and Performance
H1: There is a relationship between Motivation and Performance
H0: There is no relationship between Training and Performance
H1: There is a relationship between Training and Performance
H0: There is no relationship between Policy and Performance
H1: There is a relationship between Skill and Performance

For each variable, a hypothesis test is performed with a specified significance level (usually 0.05). If the p-value is less than the specified level of significance, then the null hypothesis

(H0) is rejected, and it can be concluded that there is a significant relationship between these variables. If the p-value is greater than the specified significance level, then there is insufficient evidence to reject the null hypothesis

(H0), and it can be concluded that there is no significant relationship between these variables. The following is the structural equation for each endogenous variable:

1. Skill = 0.455 * Education + 0.529 * Training

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2. Motivation = 0.169 * Education + 0.186 * Training + 0.580 * Skill

3. Performance: = 0.175 * Education + 0.196 * Training + 0.170 * Policy
+ 0.235 * Motivation + 0.374 *

Skill Information: Skill, Motivation, and Performance are endogenous variables. Education, Training, and Policy are exogenous variables.
The numbers to the right of the * are the estimated regression coefficients.
S.E. is the Standard Error (standard error) of the estimated coefficients.
C.R. is the Critical Ratio (critical ratio) used to test the significance of the coefficient. P is the p-value indicating the significance of the coefficient.
Label is the label or name of the variable involved in the structural equation.

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Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Skill	<---	Education	.445
Skill	<---	Training	.528
Motivation	<---	Education	.178
Motivation	<---	Training	.200
Motivation	<---	Skill	.624
Performance	<---	Education	.169
Performance	<---	Training	.194
Performance	<---	Policy	.168
Performance	<---	Motivation	.217
Performance	<---	Skill	.371
X1_2	<---	Education	.947
X1_1	<---	Education	.961
X2_3	<---	Training	.868
X2_2	<---	Training	.957
X2_1	<---	Training	.773
X3_2	<---	Policy	.956
X3_1	<---	Policy	.889
Y1_1	<---	Skill	.934
Y1_2	<---	Skill	.928
5	<---	Motivation	.822

Standardized Regression Weights: (Group number 1 - Default model)

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			Estimate
Skill	<---	Education	.445
Skill	<---	Training	.528
Motivation	<---	Education	.178
Motivation	<---	Training	.200
Motivation	<---	Skill	.624
Performance	<---	Education	.169
Performance	<---	Training	.194
Performance	<---	Policy	.168
Performance	<---	Motivation	.217
Performance	<---	Skill	.371
X1_2	<---	Education	.947
X1_1	<---	Education	.961
X2_3	<---	Training	.868
X2_2	<---	Training	.957
X2_1	<---	Training	.773
X3_2	<---	Policy	.956
X3_1	<---	Policy	.889
Y1_1	<---	Skill	.934
Y1_2	<---	Skill	.928
Y2_5	<---	Motivation	.822

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Standardized Regression Weights: (Group number 1 - Default model)

			Estimate
Skill	<---	Education	.445
Skill	<---	Training	.528
Motivation	<---	Education	.178
Motivation	<---	Training	.200
Motivation	<---	Skill	.624
Performance	<---	Education	.169
Performance	<---	Training	.194
Performance	<---	Policy	.168
Performance	<---	Motivation	.217
Performance	<---	Skill	.371
X1_2	<---	Education	.947
X1_1	<---	Education	.961
X2_3	<---	Training	.868
X2_2	<---	Training	.957
X2_1	<---	Training	.773
X3_2	<---	Policy	.956
X3_1	<---	Policy	.889
Y1_1	<---	Skill	.934
Y1_2	<---	Skill	.928
Y2_5	<---	Motivation	.822

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			Estimate
Y2_4	<---	Motivation	.898
Y2_3	<---	Motivation	.894
Y2_2	<---	Motivation	.841
Y2_1	<---	Motivation	.896
Y3_1	<---	Performance	.894
Y3_2	<---	Performance	.920
Y3_3	<---	Performance	.886

F. Covariances: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
Training	<-->	Policy	.318	.045	7.023	***
Education	<-->	Policy	.280	.041	6.748	***
Education	<-->	Training	.318	.045	7.108	***
e19	<-->	Policy	.089	.015	5.726	***
e7	<-->	e19	.019	.010	1.888	.059
e5	<-->	e7	-.034	.013	-2.572	.010
e4	<-->	e8	.024	.007	3.331	***
e9	<-->	e13	-.030	.010	-3.033	.002
e5	<-->	e20	.015	.005	3.076	.002

G. Correlations: (Group number 1 - Default model)

			Estimate
Training	<-->	Policy	.691
Education	<-->	Policy	.621

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			Estimate
Education	<-->	Training	.704
e19	<-->	Policy	.441
e7	<-->	e19	.204
e5	<-->	e7	-.211
e4	<-->	e8	.434
e9	<-->	e13	-.258

H. Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
Education	.442	.052	8.542	***	
Training	.461	.063	7.351	***	
Policy	.459	.054	8.445	***	
e19	.088	.014	6.207	***	
e18	.038	.009	4.291	***	
e20	-.034	.004	-9.527	***	
e1	.051	.009	5.868	***	
e2	.033	.007	4.628	***	
e3	.150	.019	8.107	***	

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e4	.044	.011	3.927	***
e5	.280	.032	8.764	***
e6	.043	.015	2.810	.005
e7	.095	.015	6.314	***
e8	.068	.009	7.473	***
e9	.088	.011	7.850	***

	Estimate	S.E.	C.R.	P	Label
e10	.191	.021	8.958	***	
e11	.109	.013	8.306	***	
e12	.100	.012	8.366	***	
e13	.153	.017	8.856	***	
e14	.110	.013	8.337	***	
e15	.118	.011	11.127	***	
e16	.085	.008	11.000	***	
e17	.102	.009	11.148	***	

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I Matrices (Group number 1 - Default model) Total Effects (Group number 1 - Default model)

	Policy	Training	Education	Skill	Motivation	Performance
Skill	.000	.529	.455	.000	.000	.000
Motivation	.000	.493	.434	.580	.000	.000
Performance	.170	.509	.447	.510	.235	.000
Y3_3	.151	.452	.396	.453	.208	.888
Y3_2	.170	.510	.447	.510	.235	1.000

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Y2_1	.000	.523	.459	.615	1.060	.000
Y2_2	.000	.476	.418	.560	.964	.000
Y2_3	.000	.492	.433	.579	.998	.000
Y2_4	.000	.525	.461	.618	1.064	.000

	Policy	Training	Education	Skill	Motivation	Performance
Y2_5	.000	.493	.434	.580	1.000	.000
Y1_2	.000	.574	.494	1.086	.000	.000
Y1_1	.000	.529	.455	1.000	.000	.000
X3_1	.884	.000	.000	.000	.000	.000
X3_2	1.000	.000	.000	.000	.000	.000
X2_1	.000	.950	.000	.000	.000	.000
X2_2	.000	1.016	.000	.000	.000	.000
X2_3	.000	1.000	.000	.000	.000	.000
X1_1	.000	.000	.945	.000	.000	.000
X1_2	.000	.000	1.000	.000	.000	.000

J Standardized Total Effects (Group number 1 - Default model)

	Policy	Training	Education	Skill	Motivation	Performance
Skill	.000	.528	.445	.000	.000	.000
Motivation	.000	.530	.456	.624	.000	.000
Performance	.168	.505	.434	.506	.217	.000

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Y3_3	.149	.447	.384	.448	.192	.886
Y3_2	.155	.464	.399	.466	.199	.920
Y3_1	.150	.451	.387	.452	.194	.894
Y2_1	.000	.475	.409	.559	.896	.000

	Policy	Training	Education	Skill	Motivation	Performance
Y2_2	.000	.446	.384	.525	.841	.000
Y2_3	.000	.474	.408	.558	.894	.000
Y2_4	.000	.476	.410	.561	.898	.000
Y2_5	.000	.436	.375	.513	.822	.000
Y1_2	.000	.490	.413	.928	.000	.000
Y1_1	.000	.493	.416	.934	.000	.000
X3_1	.889	.000	.000	.000	.000	.000
X3_2	.956	.000	.000	.000	.000	.000
X2_1	.000	.773	.000	.000	.000	.000
X2_2	.000	.957	.000	.000	.000	.000
X2_3	.000	.868	.000	.000	.000	.000
X1_1	.000	.000	.961	.000	.000	.000
X1_2	.000	.000	.947	.000	.000	.000

K Direct Effects (Group number 1 - Default model)

	Policy	Training	Education	Skill	Motivation	Performance
Skill	.000	.529	.455	.000	.000	.000

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Motivation	.000	.186	.169	.580	.000	.000

Performa nc e	.170	.196	.175	.374	.235	.000
Y3_3	.000	.000	.000	.000	.000	.888
Y3_2	.000	.000	.000	.000	.000	1.000

	Policy	Training	Education	Skill	Motiva tion	Performance
Y3_1	.000	.000	.000	.000	.000	1.000
Y2_1	.000	.000	.000	.000	1.060	.000
Y2_2	.000	.000	.000	.000	.964	.000
Y2_3	.000	.000	.000	.000	.998	.000
Y2_4	.000	.000	.000	.000	1.064	.000
Y2_5	.000	.000	.000	.000	1.000	.000
Y1_2	.000	.000	.000	1.086	.000	.000
Y1_1	.000	.000	.000	1.000	.000	.000
X3_1	.884	.000	.000	.000	.000	.000
X3_2	1.000	.000	.000	.000	.000	.000
X2_1	.000	.950	.000	.000	.000	.000
X2_2	.000	1.016	.000	.000	.000	.000
X2_3	.000	1.000	.000	.000	.000	.000
X1_1	.000	.000	.945	.000	.000	.000
X1_2	.000	.000	1.000	.000	.000	.000

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L Standardized Direct Effects (Group number 1 - Default model)

	Policy	Training	Education	Skill	Motivation	Performance
Skill	.000	.528	.445	.000	.000	.000
Motivation	.000	.200	.178	.624	.000	.000
Perfor	.168	.194	.169	.371	.217	.000

	Policy	Training	Education	Skill	Motivation	Performance
mance						
Y3_3	.000	.000	.000	.000	.000	.886
Y3_2	.000	.000	.000	.000	.000	.920
Y3_1	.000	.000	.000	.000	.000	.894
Y2_1	.000	.000	.000	.000	.896	.000
		.000	.000			
Y2_3	.000	.000	.000	.000	.894	.000
Y2_4	.000	.000	.000	.000	.898	.000
Y2_5	.000	.000	.000	.000	.822	.000
Y1_2	.000	.000	.000	.928	.000	.000
Y1_1	.000	.000	.000	.934	.000	.000
X3_1	.889	.000	.000	.000	.000	.000
X3_2	.956	.000	.000	.000	.000	.000
X2_1	.000	.773	.000	.000	.000	.000
X2_2	.000	.957	.000	.000	.000	.000
X2_3	.000	.868	.000	.000	.000	.000
X1_1	.000	.000	.961	.000	.000	.000
X1_2	.000	.000	.947	.000	.000	.000

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M Indirect Effects (Group number 1 - Default model)

	Policy	Training	Education	Skill	Motivation	Performance
Skill	.000	.000	.000	.000	.000	.000
Motivation	.000	.307	.264	.000	.000	.000
Performance	.000	.314	.272	.136	.000	.000

	Policy	Training	Education	Skill	Motivation	Performance
Y3_3	.151	.452	.396	.453	.208	.000
Y3_2	.170	.510	.447	.510	.235	.000
Y3_1	.170	.509	.447	.510	.235	.000
Y2_1	.000	.523	.459	.615	.000	.000
Y2_2	.000	.476	.418	.560	.000	.000
Y2_3	.000	.492	.433	.579	.000	.000
Y2_4	.000	.525	.461	.618	.000	.000
Y2_5	.000	.493	.434	.580	.000	.000
Y1_2	.000	.574	.494	.000	.000	.000
Y1_1	.000	.529	.455	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000

Standardized Indirect Effects (Group number 1 - Default model)

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	Policy	Training	Education	Skill	Motivation	Performance
Skill	.000	.000	.000	.000	.000	.000
Motivation	.000	.330	.278	.000	.000	.000
Performance	.000	.311	.264	.135	.000	.000

	Policy	Training	Education	Skill	Motivation	Performance
Y3_3	.149	.447	.384	.448	.192	.000
Y3_2	.155	.464	.399	.466	.199	.000
Y3_1	.150	.451	.387	.452	.194	.000
Y2_1	.000	.475	.409	.559	.000	.000
Y2_2	.000	.446	.384	.525	.000	.000
Y2_3	.000	.474	.408	.558	.000	.000
Y2_4	.000	.476	.410	.561	.000	.000
Y2_5	.000	.436	.375	.513	.000	.000
Y1_2	.000	.490	.413	.000	.000	.000
Y1_1	.000	.493	.416	.000	.000	.000
X3_1	.000	.000	.000	.000	.000	.000
X3_2	.000	.000	.000	.000	.000	.000
X2_1	.000	.000	.000	.000	.000	.000
X2_2	.000	.000	.000	.000	.000	.000
X2_3	.000	.000	.000	.000	.000	.000
X1_1	.000	.000	.000	.000	.000	.000
X1_2	.000	.000	.000	.000	.000	.000

Notes for Group/Model (Group number 1 - Default model)

The following covariance matrix is not positive definite (Group number 1 - Default model)

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	Policy	Training	Education	e19	e20	e7	e5
Policy	.459						
Training	.318	.461					

	Policy	Training	Education	e19	e20	e7	e5
Education	.280	.318	.442				
e19	.089	.000	.000	.088			
e20	.000	.000	.000	.000	-.034		
e7	.000	.000	.000	.019	.000	.095	
e5	.000	.000	.000	.000	.015	-.034	.280

This solution is not admissible.

Modification Indices (Group number 1 - Default model)

Covariances: (Group number 1 - Default model)

	M.I.	Par Change
e9 <--> e10	6.719	-.026
e4 <--> e7	4.361	-.014
e4 <--> e6	4.377	.014
e1 <--> e10	4.088	-.018

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Variances: (Group number 1 - Default model)

	M.I.	Par Change

Regression Weights: (Group number 1 - Default model

	M.I.	Par Change

Minimization History (Default model)

Iteration	egative eigen values	Condition #	Smallest eigen value	Diameter	F	NTries	Ratio
0	e	16	-1.137	9999.000		4112.539	0
1	e	26	-.577	3.084		2875.124	19
2	e*	14	-1.047	1.455		1821.223	5
3	e*	7	-2.771	.754		1247.885	4
4	e	7	-3.061	.212		1081.132	5

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5	e*	8	-.960	.167	930.053	4
6	e	7	-5.833	.163	794.886	5
7	e	4	-.801	.320	625.762	7
8	e	4	-.795	.011	614.482	10
9	e	4	-.509	.345	466.028	12
10	e*	2	-.600	.337	359.192	5
11	e*	0	123111.476	.441	179.114	5
12	e	0	13975.544	.297	158.207	6

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Iteration	Negative eign values	Condition #	Smallest eigen value	Diameter	F	NTries	Ratio
13	e	16142.896	.461	134.609	1	.546	
14	e	15141.686	.215	115.352	1	1.005	
15	e	16604.064	.183	112.115	1	.664	
16	e	18224.166	.089	110.941	1	.947	
17	e	18223.326	.014	110.892	1	.992	
18	e	18403.523	.000	110.892	1	1.000	

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Model Fit Summary CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	53	110.892	100	.215	1.109
Saturated model	153	.000	0		
Independence model	17	4148.718	136	.000	30.505

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.010	.935	.900	.611
Saturated model	.000	1.000		
Independence model	.363	.109	-.002	.097

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Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.973	.964	.997	.996	.997
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Parsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	.735	.716	.733
Saturated model	.000	.000	.000
Independence model	1.000	.000	.000

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NCP

Model	NCP	LO 90	HI 90
Default model	10.892	.000	40.783
Saturated model	.000	.000	.000
Independence model	4012.718	3806.125	4226.584

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	.606	.060	.000	.223
Saturated model	.000	.000	.000	.000
Independence model	22.671	21.927	20.798	23.096

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RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.024	.000	.047	.971
Independence model	.402	.391	.412	.000

AIC

Model	AIC	BCC	BIC	CAIC
Default model	216.892	228.455	387.283	440.283
Saturated model	306.000	339.382	797.885	950.885
Independence model	4182.718	4186.48	4237.372	4254.372

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	1.185	1.126	1.349	1.248
Saturated model	1.672	1.672	1.672	1.855
dependence model	22.856	21.727	24.025	22.877

HOELTER

Model	HOELTER .05	HOELTER .01
Default model	206	225
Independence model	8	8

Goodness of fit is a method for evaluating the extent to which a statistical model fits or matches the observed data. The following is an explanation of some of the goodness of fit metrics contained in the results:

CMIN: CMIN is the minimum chi-square which is a measure difference

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1. Suggested level of significance is p 0.001, and the D2/df value is chosen at 2.5 as a rule of thumb. As a result, any D2/df number greater than 2.5 is considered an outlier.etween the observed

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model and the proposed theoretical model. The smaller the CMIN value, the better the model fits the data. In this example, the CMIN in the default model is 110.892 with 100 degrees of freedom (DF), has a p-value of 0.215, and the CMIN/DF ratio is 1.109.

2. RMR (Root Mean Square Residual): RMR is a measure of the average error between the observed data and the data predicted by the model. The smaller the RMR value, the better the model fits the data. In this example, the RMR in the default model is 0.010.

3. GFI (Goodness of Fit Index): GFI is an index that measures the extent to which the observed model fits the data, compared to the independent model which has poor fit. GFI values range from 0 to 1, and the closer to 1, the better the model fit. In this example, the GFI on the default model is 0.935.

4. NFI (Normed Fit Index): NFI is an index that measures the extent to which the observed model fits the data, compared to the independent model. NFI values range from 0 to 1, and the closer to 1, the better the model fit. In this example, the NFI on the default model is 0.973

.5. RMSEA (Root Mean Square Error of Approximation): RMSEA is a measure of the average error per model prediction for the number of parameters in the model. The lower the RMSEA value, the better the model fit. In this example, the RMSEA on the default model is 0.024.

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6. AIC (Akaike Information Criterion): AIC is a metric that takes into account the trade-off between model error and the number of parameters used. The lower the AIC value, the better the model fit. In this example, the AIC on the default model is 216.892.
7. ECVI (Expected Cross-Validation Index): ECVI is a measure that estimates the average error of the model when used to generalize new data. The lower the ECVI value, the better the model fit. In this example, the ECVI on the default model is 1.185.
8. HOELTER: Hoelter's Critical N is the minimum sample size required for the model to have statistically significant fit. In this example, for a significance level of 0.05, the minimum sample size is 206.

In conclusion, the goodness of fit results show that the default model has a good level of fit with the data, with metric values close to the optimal value. However, it should be noted that the results must be evaluated within the context of the specific theory and research objectives.

a) Execution time summary.

Minimization:	.050
Miscellaneous:	1.030
Bootstrap:	.000
Total:	1.080

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b) Confirmatory Factor Analysis

Observation number	Mahalanobis d-squared	p1	p2
20	63.616	0	0
1	55.808	0	0
13	53.395	0	0
14	52.144	0	0
5	51.399	0	0
4	43.182	0	0
19	40.996	0.001	0
67	40.614	0.001	0
7	40.029	0.001	0
92	39.886	0.001	0
8	38.801	0.002	0
11	38.587	0.002	0
2	37.482	0.003	0
9	36.523	0.004	0
74	35.277	0.006	0
16	34.38	0.007	0
62	32.938	0.011	0
99	31.569	0.017	0
73	29.151	0.033	0
60	27.159	0.056	0.003
66	26.8	0.061	0.004
3	26.369	0.068	0.007
12	25.313	0.088	0.055
88	25.253	0.089	0.039
15	24.397	0.109	0.147
134	24.179	0.115	0.154
55	24.079	0.117	0.131
107	23.842	0.124	0.146
6	23.809	0.125	0.11
138	23.514	0.133	0.14
17	23.211	0.142	0.182
18	23.154	0.144	0.15
21	22.206	0.177	0.496
28	21.803	0.192	0.632
79	21.802	0.192	0.56
10	21.757	0.194	0.51
103	21.624	0.2	0.51
114	21.534	0.203	0.486
159	21.08	0.223	0.665

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118	20.994	0.227	0.645
148	20.795	0.236	0.686
117	20.23	0.263	0.875
145	20.177	0.265	0.854
83	19.18	0.318	0.993
113	18.846	0.337	0.998
64	18.773	0.342	0.997
72	18.739	0.344	0.996
38	18.684	0.347	0.995
149	18.622	0.351	0.994
110	18.622	0.351	0.991
123	18.575	0.353	0.989
75	18.567	0.354	0.983
69	18.469	0.36	0.984
111	18.33	0.368	0.986
119	18.238	0.374	0.986
85	18.165	0.378	0.985
91	18.147	0.38	0.98
109	17.948	0.392	0.987
47	17.208	0.44	1
105	16.9	0.461	1
124	16.851	0.464	1
136	16.845	0.465	1
97	16.698	0.475	1
146	16.516	0.488	1
172	16.415	0.495	1
22	16.209	0.509	1
23	16.143	0.514	1
46	15.986	0.525	1
43	15.958	0.527	1
30	15.927	0.529	1
84	15.92	0.53	1
65	15.869	0.533	1
95	15.836	0.535	1
162	15.76	0.541	1
40	15.727	0.543	1
61	15.704	0.545	1
140	15.665	0.548	1
39	15.527	0.558	1
70	15.386	0.568	1
106	15.371	0.569	1
89	15.222	0.58	1
100	15.137	0.586	1
71	14.977	0.597	1
58	14.95	0.599	1
53	14.738	0.614	1
167	14.454	0.635	1

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93	14.414	0.638	1
170	14.398	0.639	1
161	14.309	0.645	1
48	14.223	0.651	1
166	14.221	0.651	1
127	14.097	0.66	1
177	13.793	0.682	1
42	13.778	0.683	1
77	13.657	0.691	1
78	13.648	0.692	1
80	13.524	0.7	1
102	13.477	0.704	1
51	13.391	0.71	1
36	13.316	0.715	1

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RESEARCH QUESTIONNAIRE

Name	:	Length of Business	:
Age	:	Size/Number of Floors	:
Address	:	Building	:
Occupation	:	Technology	:

Part 1 : Business PerformanceThis section of Business Performance, provide an assessment in your opinion. If you strongly disagree select number one (SD), if you disagree select number two (Dis), if neutral select number three (Ne), if you agree select number four (Ag) and strongly agree select number five (SA).

Indicators	Items	Scale				
		SD	Dis	Ne	Ag	SA
Administrati on Performanc e	To administer a business properly requires adequate knowledge and skills	1	2	3	4	5
	Our business increased after being able to manage administration well	1	2	3	4	5
	Documentation of our business activities has increased after understanding the importance of archiving	1	2	3	4	5
	Our efforts to improve our business administration are increasing because my skills and motivation are increasing,	1	2	3	4	5
	Government policies regarding the swallow business greatly affect the completion of our business administration	1	2	3	4	5

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Production Operational Performanc e	Some of the daily work in running our swallow business can be completed more quickly because we are more proficient in operating the equipment	1	2	3	4	5
	In the maintenance of very swiftletneededtechnical expertise for better results	1	2	3	4	5
	The skills acquired after the training are very helpful and facilitate the use and installation of equipment in buildings	1	2	3	4	5
	The use of technology is indispensable in efforts to accelerate and increase the production of the swallow business	1	2	3	4	5
	Our success in the swallow business is the result of improved skills and high motivation	1	2	3	4	5
	Various kinds of technology in the maintenance of swallows can be used because they have knowledge and skills	1	2	3	4	5
	The obstacles we experience in swallow maintenance can be overcome by attending special training	1	2	3	4	5
	Our enthusiasm for work has increased after learning of government policy support to develop the swallow business in our area	1	2	3	4	5
	Operations and income from our business has increased after proficiently mastering the installation and use of several electronic aids in the walet building	1	2	3	4	5
	We continue to update new innovations in swallow birds maintenance maintenance technology after understanding, skilled at using and motivated to increase production	1	2	3	4	5

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Financial and Marketing Performance	Our swallow business capital continues to increase so that we can add more income	1	2	3	4	5
	Some of the costs for using technology can be reduced by modifying some of the equipment but it takes a lot of knowledge and skill to do so	1	2	3	4	5
	In the maintenance of very swiftletneededtechnical expertise for better results	1	2	3	4	5
	The skills acquired after the training are very helpful and facilitate the use and installation of equipment in buildings	1	2	3	4	5
	The use of technology is indispensable in efforts to accelerate and increase the production of the swallow business	1	2	3	4	5
	Our success in the swallow business is the result of improved skills and high motivation	1	2	3	4	5
	Various kinds of technology in the maintenance of swallows can be used because they have knowledge and skills	1	2	3	4	5
	The obstacles we experience in swallow maintenance can be overcome by attending special training	1	2	3	4	5
	Our enthusiasm for work has increased after learning of government policy support to develop the swallow business in our area	1	2	3	4	5
	Operations and income from our business has increased after proficiently mastering the installation and use of several electronic aids in the walet building	1	2	3	4	5
	We continue to update new innovations in swallow birds maintenance maintenance technology after understanding,	1	2	3	4	5

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	skilled at using and motivated to increase production					
Financial and Marketing Performance	Our swallow business capital continues to increase so that we can add more income	1	2	3	4	5
	We continue to try to get funding and business capital assistance through soft loans from several financial institutions	1	2	3	4	5
	Our business financial planning continues to be improved after knowing and attending business training	1	2	3	4	5
	The preparation of financial accounting can be improved thanks to the knowledge and skills acquired after the training	1	2	3	4	5
	To manage our business finances, we are happy to try to reduce unnecessary costs so that the use of funds is more efficient	1	2	3	4	5
	Some of the costs for using technology can be reduced by modifying some of the equipment but it takes a lot of knowledge and skill to do so	1	2	3	4	5
	In the maintenance of very swiftletneededtechnical expertise for better results	1	2	3	4	5
	The skills acquired after the training are very helpful and facilitate the use and installation of equipment in buildings	1	2	3	4	5
	The use of technology is indispensable in efforts to accelerate and increase the production of the swallow business	1	2	3	4	5
	Our success in the swallow business is the result of improved skills and high motivation	1	2	3	4	5

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	Various kinds of technology in the maintenance of swallows can be used because they have knowledge and skills	1	2	3	4	5
	The obstacles we experience in swallow maintenance can be overcome by attending special training	1	2	3	4	5
	Our enthusiasm for work has increased after learning of government policy support to develop the swallow business in our area	1	2	3	4	5
	Operations and income from our business has increased after proficiently mastering the installation and use of several electronic aids in the walet building	1	2	3	4	5
	We continue to update new innovations in swallow birds maintenance maintenance technology after understanding, skilled at using and motivated to increase production	1	2	3	4	5
Financial and Marketing Performance	Our swallow business capital continues to increase so that we can add more income	1	2	3	4	5
	We continue to try to get funding and business capital assistance through soft loans from several financial institutions	1	2	3	4	5
	Our business financial planning continues to be improved after knowing and attending business training	1	2	3	4	5
	The preparation of financial accounting can be improved thanks to the knowledge and skills acquired after the training	1	2	3	4	5
	To manage our business finances, we are happy to try to reduce unnecessary costs so that the use of funds is more efficient	1	2	3	4	5

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	Some of the costs for using technology can be reduced by modifying some of the equipment but it takes a lot of knowledge and skill to do so	1	2	3	4	5
	Our motivation is increasing to overcome our business financial problems after knowing that the government will facilitate and facilitate swallow businesses in obtaining loans and financial assistance	1	2	3	4	5
	Efforts to expand our business production sales market continue to be improved by continuing to increase links and market access both locally and abroad	1	2	3	4	5
	The main obstacle in marketing our swallow's nest production is the lack of access and information regarding the trade system of swallow's nest at the exporter level	1	2	3	4	5
	The low price stability is believed to be resolved if there is a government policy in regulating the swallow birds maintenance nest trade system	1	2	3	4	5
	Government policies to develop SMEs that use swallow nests as a basic material can increase the price of the swallow nests produced	1	2	3	4	5
Business Performance	After studying and mastering the swallow business, we are very motivated to add to our business units by expanding buildings or constructing elsewhere	1	2	3	4	5
	We strive to continue to develop technology systems and swallow care after our skills and experience have increased	1	2	3	4	5
	The swallow business develops faster if it is managed professionally using a skilled workforce	1	2	3	4	5

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	Government policies in regulation and other business developments that are integrated with the walet business greatly influence the development of the walet business in the future	1	2	3	4	5
	Swallow birds maintenance business development will be faster if it is supported by mastery of technology and high work motivation	1	2	3	4	5

Part 2 : Education

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This section of Education, provide an assessment in your opinion. If you strongly disagree select number one (SD), if you disagree select number two (Dis), if neutralselect number three (Ne), if you agree select number four (Ag) and strongly agree select number five (SA).

Indicator	Items	Scale				
		SD	Dis	Ne	Ag	SA
Formal education	The formal education that has been followed is useful in running a swallow business	1	2	3	4	5
	The length of formal education that has been followed affects our ability to run the swallow business	1	2	3	4	5
	Knowledge from our formal education is influential in understanding the material when participating in training	1	2	3	4	5

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	The subject matter in formal education schools is very useful and helpful in implementing business administration	1	2	3	4	5
Non-formal education	Non-formal education such as certain field courses greatly influences our mindset, insight and motivation to do business	1	2	3	4	5
	Certain field courses such as computers, entrepreneurship and mechanics really help our work in running the swallow business	1	2	3	4	5
	To properly run some electronic equipment in the swallow business, special electronics courses are needed	1	2	3	4	5
	Several types of courses and duration followed in certain fields to improve our skills in operating equipment and running a swallow business	1	2	3	4	5
	The course material that is followed will improve our skills if it is specific and focuses on the swallow business	1	2	3	4	5
	The method of presenting course material has a strong influence on the ability to understand and apply the content of the material	1	2	3	4	5
Educational Specifications	Education in certain majors such as engineering, business and electronics is very useful and necessary to run a swallow business	1	2	3	4	5
	Required specifications and educational standards both formal and non-formal to manage the swallow business in a professional manner	1	2	3	4	5
	Some of the tools used in swallow buildings such as sound systems and aeration require certain educational specifications to install, assemble and run properly	1	2	3	4	5
Education quality	Alumni from quality schools have better understanding and skills in managing the swallow business when compared to graduates of lower quality schools	1	2	3	4	5
	The potential to improve skills and motivation is higher the higher the quality of education attended	1	2	3	4	5

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	The level of education and the quality of the institution where we study have an effect on improving our skills and increasing our motivation to work in managing the wallet business	1	2	3	4	5

Part 3 : Training

This section of Training, provide an assessment in your opinion. If you strongly disagree select number one (SD), if you disagree select number two (Dis), if neutral select number three (Ne), if you agree select number four (Ag) and strongly agree select number five (SA).

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Indicator	Items	Scale				
		SD	Dis	Ne	Ag	SA
Training Frequency	The more often we attend training, the higher and more varied the skills we have	1	2	3	4	5
	The frequency of participating in training affects our knowledge, motivation and ability to work	1	2	3	4	5
	To further improve skills in using several tools in the swallow business, more frequent training is needed	1	2	3	4	5
	The length of time in participating in the training is related to the level of understanding and mastery of the training content being attended	1	2	3	4	5
Training Methods	The presentation, implementation and evaluation methods used by the organizers affect our success in understanding the material	1	2	3	4	5
	If the training is carried out to improve the skills of the participants then the method with demonstrations, direct practice and independent training will give better results	1	2	3	4	5
	The training method which is very formal and boring causes the training participants to not understand the content of the material well	1	2	3	4	5
	Tools such as audiovisual really help us to understand quickly and easily understand so that our skills can quickly improve	1	2	3	4	5
Training materials	The training materials which are arranged in a systematic and concise manner make it easier for us to understand	1	2	3	4	5
	Material that is up to date and in accordance with the needs of participants makes it attractive and attention making it easier to understand	1	2	3	4	5
	Training material that is too broad and does not thoroughly discuss a topic causes participants to not get much skill improvement.	1	2	3	4	5

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	Training materials that are too sophisticated with high academic language can cause participants to fail to understand the training content properly	1	2	3	4	5
Training Implementing Institution	Training should becarried out by institutions that are credible and well versed in the field being trained	1	2	3	4	5
	Institutions that carry out training should have standardization and certification according to their fields	1	2	3	4	5
	Implementation of training for multidisciplinary fields should be carried out through collaboration between institutions so that participants can understand comprehensively the fields being trained	1	2	3	4	5
	We will be greatly assisted if a special institute is established for training for the wallet business	1	2	3	4	5
Special Training	To improve the skills and motivation of swallow businessmen, special training on the swallow business is needed	1	2	3	4	5
	Our skills can quickly increase if the training is carried out by only focusing on certain areas such as sound systems, aeration, building interiors, harvesting and processing of swallow nest products	1	2	3	4	5
	Special training for the swallow business is very helpful if it is planned properly on a regular basis and organized by the government	1	2	3	4	5

Chapter 4 : Skill

This section of Skill, provide an assessment in your opinion. If you strongly disagree select number one (SD), if you disagree select number two (Dis), if neutral select number three (Ne), if you agree select number four

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(Ag) and strongly agree select number five (SA).

Indicator	Items	Scale				
		SD	Dis	Ne	Ag	SA
Basic Skills	We have knowledge related to the education that we have so we think that the basic skills to manage the swallow business are sufficient	1	2	3	4	5
	Some basic skills such as administrative skills, installation of several electronic devices in building interiors and building maintenance are needed in managing the swallow business	1	2	3	4	5
	Along with technological developments, the basic skills we have need to be improved so that our business performance can be improved	1	2	3	4	5
Technical Expertise	We already have technical skills in installing various equipment in swallow buildings both interior and exterior	1	2	3	4	5
	We have been able to properly install electronic equipment such as sound systems and aeration	1	2	3	4	5
	We have been able to modify and create our own such as electronic equipment such as sound systems and aeration	1	2	3	4	5
	We can overcome all technical obstacles in the walet business without using the services and assistance of experts	1	2	3	4	5
	We really need special training to improve our skills and mastery of the technology used in the wallet business	1	2	3	4	5
	Improving skills and mastering new technological innovations play a very important role and help improve our business performance	1	2	3	4	5
	Increasing our skills along with increasing experience in the walet business motivates us to master the walet business easily	1	2	3	4	5
	Government policy in the form of support and facilitation to develop other businesses in an integrated manner with swallow encourages to improve skills more professionally	1	2	3	4	5
Managerial Ability	We have the ability to manage our swallow business well with a background in	1	2	3	4	5

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	education and training that we have attended					
	To expedite our activities in the swallow business, we require non-technical managerial skills, such as market development and product marketing	1	2	3	4	5
	Managerial skills in the swallow business are needed to expand access, cooperation and business partners so that business performance can be further improved	1	2	3	4	5
	A more professional management of the swallow business can help improve long-term performance and income	1	2	3	4	5
	When our managerial skills are better, it can increase our confidence and motivation to succeed in running the swallow business	1	2	3	4	5

Section 5 : Motivation

This section of motivation, provide an assessment in your opinion. If you strongly disagree select number one (SD), if you disagree select number two (Dis), if neutral select number three (Ne), if you agree select number four (Ag) and strongly agree select number five (SA).

Indicator	Item	Scale				
		SD	Dis	Ne	Ag	SA
Competency Development	Our competence in the swallow business today is inseparable from the educational background, training and skills that have been obtained since pursuing this business.	1	2	3	4	5
	We always strive to develop competence by continuously upgrading knowledge and skills independently	1	2	3	4	5
	We use all active information media to seek and study the latest technology in the swallow bird business	1	2	3	4	5
	Competence is the main capital that must be possessed and determines performance and success in the swallow business	1	2	3	4	5

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	To motivate and make the most of our competencies, government policies are needed in an effort to develop other businesses that are integrated with the swallow bird maintenance	1	2	3	4	5
Work Ethic Improvement	At work we are always driven to continue to improve our work ethic	1	2	3	4	5
	We always try to work professionally and responsibly to complete all jobs with maximum results	1	2	3	4	5
	Periodically we continue to evaluate our ability to work by setting targets that are better than the previous period	1	2	3	4	5
	The quality and quantity of our work is continuously improved so that our business can succeed faster	1	2	3	4	5
	Every problem and obstacle faced is used as a lesson and continues to try to find solutions to solve it	1	2	3	4	5
	In running the swallow business, we always motivate ourselves by holding the principle that trying to always work better than before will produce results in the future	1	2	3	4	5
Fulfillment of Needs	One of our motivations in running the swallow business is that we are sure we can get a decent income	1	2	3	4	5
	It is hoped that the income that can be obtained from the walet business will increase from time to time so that one day we can generate income that is greater than what we need.	1	2	3	4	5
	Apart from having a job, our motivation to be the backbone of the family in meeting needs can be achieved through the wallet business	1	2	3	4	5
	When compared to other jobs, the income from the swallow business after reaching a certain period of time is higher	1	2	3	4	5

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	We believe that if government policies support the development of other businesses integrated with swallows, the increase in income can be achieved more quickly	1	2	3	4	5
Busine ss Initiation and Achieve ment	After experiencing and knowing a lot with sufficient competence in the swallow business, we are motivated to invite close family to run the same business	1	2	3	4	5
	We are not ashamed and insecure about pioneering the swallow business in our area because we think that the swallow business is one of the future businesses with high income and class.	1	2	3	4	5
	I am increasingly motivated to spearhead the development of the swallow business because there are quite a lot of resources around our environment and can be adapted to the abilities we have when we first start.	1	2	3	4	5
	The impetus to initiate the swallow business is based on the hope that there will be government policy support related to the swallow business in the future	1	2	3	4	5
	We aspire to become a successful swallow businessman several years later because our skills and competencies are the basic capital to achieve that dream	1	2	3	4	5
	We plan well that one day we will not only become swallow breeders but develop into exporters of wallet nests	1	2	3	4	5
	As social beings, we are driven to be people who contribute to building and improving the regional economy through the swallow business	1	2	3	4	5

Section 6 : Policies

This section of Education, provide an assessment in your opinion. If you strongly disagree select number one (SD), if you disagree select number two (Dis), if neutral select number three (Ne), if you agree select number four (Ag) and strongly agree select number five (SA).

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Indicator	Items	How do you rate each statement				
		SD	Dis	Ne	Ag	SA
Application of Swallow Regulations	Government regulations governing business in our region are still very rare	1	2	3	4	5
	Because the swallow business has the opportunity to be integrated with other businesses, in issuing regulatory policies the government should involve all institutions and stakeholders to avoid conflicts of interest between sectors.	1	2	3	4	5
	We really support the discourse to develop an integrated business between swallow-agriculture- SMEs on the shores of Lake Tempe	1	2	3	4	5
Agriculture & Ecotourism Development	We consider that the local government's efforts to develop agriculture and ecotourism businesses on the shores of Lake Tempe are still minimal	1	2	3	4	5
	The economic potential of agriculture and ecotourism in Lake Tempe is enormous if managed properly through local government policies and facilitation	1	2	3	4	5
	We really hope that there will be government policies that can integrate the swallow business and agriculture/ecotourism because they support each other	1	2	3	4	5
	If there are more agricultural areas, it will have a positive impact on the swallow business because it provides a wider area for foraging	1	2	3	4	5
	Swallow nest production can be utilized and processed as culinary ingredients and special souvenirs so that it can attract more visitors and the nest price can be higher	1	2	3	4	5

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SME Develop men t	According to our assessment, the number and development of SME business units in this region are still low and still have the potential to be developed	1	2	3	4	5
	The government's initiative is highly expected in encouraging the development of SMEs on the shores of Lake Tempe so that people's income and the regional economy can be increased	1	2	3	4	5
	Local government policies and support related to SME development are very important and can increase community business motivation and reduce unemployment	1	2	3	4	5
	When SMEs develop well with local government policies, the price of swallow's nest can increase if the UKM is engaged in a field that utilizes swallow's nest as a product.	1	2	3	4	5
Technology and Capital Support	We consider that government policies and support in improving technology and providing business capital for the swallow business are still low	1	2	3	4	5
	We hope that the government will adopt a policy by establishing a special institution for assembling and modifying low-cost technology for the swallow business	1	2	3	4	5
	Local governments should issue special policies relating to financial and technological assistance to stimulate the growth of a new swallow industry	1	2	3	4	5
	We are even more motivated to increase production if the local government issues a policy to develop swallow nest processing technology for certain processed products	1	2	3	4	5
	We really hope that the active role of the regional government in organizing special courses or training regarding the main swallow business in mastering technology can overcome the obstacles experienced	1	2	3	4	5
Market Access and Price Stability	Government policy in increasing market access for us in the swallow business is still low	1	2	3	4	5

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	The government's role in controlling the price of swallow's nest is still very minimal, so special policies are needed regarding this matter	1	2	3	4	5
	We really hope that in the future the government will issue a policy that regulates the trade system of swallow nests that protects the interests of swallow birds maintenance keepers	1	2	3	4	5
	Government policies by encouraging the growth of SMEs and the processing industry can help to increase access to the domestic market	1	2	3	4	5
	Local governments are expected to play an active role in assisting swallow businessmen in marketing and price stabilization	1	2	3	4	5
	Local regulations that regulate trade in swallow nests to avoid monopoly and trade mafia are very helpful and increase the motivation of wallet businessmen	1	2	3	4	5

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QUALITATIVE RESEARCH INTERVIEW CHECK LIST

1. Business ownership (individual, joint or group)
2. Building ownership (owned or leased)
3. Designation of buildings (specifically, combined with other functions)
4. How long has the business been running?
5. Making and setting the swallow building is done alone or by a consultant
6. What is the estimated capital and annual turnover of your business?
7. Classification of technology, especially sound systems and aeration systems
8. How the harvest system is carried out
9. Swallow birds maintenance nest marketing system (to certain people or companies or according to the purchase price)
10. Main obstacles in running a business (technical or non-technical)

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INTERVIEW GENERAL COMMENTS ON:

1. The role and influence of education, training, skills and motivation on business performance
2. How education, training, skills and motivation affect business performance
3. What is the important role of technology in implementing swallow birds maintenance maintenance and increasing business income
4. How do you overcome the problem of high-cost technological requirements
5. What strategies are applied to reduce business operational

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costs

6. How to increase skills and competencies in the swallow birds maintenance maintenance business.
7. Various kinds of technological tools, what technological tools have the most influence on the maintenance of swallows.
8. What type of business is directly related and has a major influence on the swallow birds maintenance maintenance business.
9. What are the main obstacles that can cause losses and stop the swallow business and how to overcome them
10. What things can increase and weaken motivation in the swallow business and hodo these mechanis affect
11. Related to government policy, what steps are the most urgent for the government t o take and what ar reasons
12. What do you think if the government develops an integrated business between swallow- agriculture/ecotourism-UKM in this region?
13. What are the weaknesses and advantages if the government issues a policy related to integrated business development between swallow-agriculture/eco-tourism-UKM in this region?
14. Explain the linkages and how so that the government's policy of developing an integrated business between swallow-agriculture/ecowisaata-UKM can affect its business performance
15. Is your business move forward heavily influenced by government policies
16. How can you increase your business performance if government policies are implemented.
17. What is your future strategy to face competition against technological developments and free markets.

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a. RESPONDENT PLAN FOR CASE STUDY

Responden	length of business	Technology Level
1	<5 years	Low
2	<5 years	currently
3	<5 years	Tall
4	5-10 years	Low
5	5-10 years	currently
6	5-10 years	Tall
7	> 10 years	Low
8	> 10 years	Currently
9	> 10 years	Tall

g Data collection

Data is information obtained through instruments. The definition of qualitative data is 'Rough materials' that are collected from various materials and sources that will be studied from the study sample including: Behavior, conversation, behavior, signals and symbols that give meaning, or all materials from those recorded, interviewed, observed and recorded . (Ghazali Darusalam, Sufean Hussin, 2016, 2018). Qualitative data also includes: It includes the property of the informant who found such as: Diary, Photos, artifacts, personal documents or official documents or written articles.

Triangulation of data collection is the collection of data from three sources namely observation, interview and document analysis. A combination of various data collection methods as done by several researchers in Ghazali Darusalam and Sufean Hussin 2018;
498) Miles and Huberman (1994), Yin(1994), Marshall Catherine and Rossman(1995), and Silverman (2002) aim to ensure that the data collected is completely exhaustive from various sources.

b. Informant profile based on:

Location of study, Jentina, service experience and graduation

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Propfil Participant Informan and amount Study	informan A	informan B	informan C	informan D	informan E	amount
Business Location Regency Sidrap Wajo Soppeng						
Sex Man Female						
Potision Owner Manager						
Experience as Swallow bird Entrepreneur 5 -10 Years 10 – Years up						
Eaxperience as a swallow Entrepreneur 5-10 years 10 - over						
Academic Graduation (highest) Diploma and above						

Graduation Academic (Highest) Bachelor
Collection Data (Creswell 2017:499)

Master and above

Data collection process Informant Name Informant :
Observation :
Date/Day :
Time :
Location :

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Theme :

Notes	Review
	Text : Suggestion : Reflection :
	Text : Suggestio: Reflection:

c. Field Study Notes are made in a preface

Theme	Category	Line No	Coding	Transcript Text	Conclusion /Report

Gazali Darusalam, Sufean Hussin (2018;503) and (Bogdan & Biklen 1992)

Log writing of daily data collection systematically

d. (Time, Place, and who)

Diary	Planner List

(Ghazali Darusalam, Sufean Hussin 2018; 504)

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e. Document Analysis Document Type Theme Category Analysis

No.	Document Type	Thema	Category	Analysis
01.				
O2.				
03.				
04.				
05				

(Ghazali Darusalam, Sufean Hussin 2018 ; 504)

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Picture Swallow bird building and Interview Techniques



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Kota Sengkang Kec. Tempe Kab Wajo
Sulawesi Selatan.







Kel. Mallekana Kec. Mario Riwawo
Kab. Soppeng Sulawesi Selatan



Central Peliharaan Burung Walet
pertama di balellao Ds. Soga
Kec. Mario Riwawo Kab. Soppeng
Sulawesi Selatan



Bangunan Walet daerah Pertanian
Kec. Donri Donri Kab. Soppeng
Sulawesi Selatan

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