

## RELATIONSHIP MAINTENANCE OF SWALLOW BIRDS WITH EDUCATION, TRAINING, MOTIVATION, SKILL AND POLICY TO INCREASE BUSINESS PERFORMANCE

( Study in Tempe Lake, South Sulawesi Province Indonesia)

Amiruddin<sup>1</sup>, NorAzrin<sup>2</sup>

<sup>1</sup>Management Study Program, Faculty of Economics, Azzahra University, Jakarta

<sup>2</sup>Faculty of Management and Economic University Pendidikan Sultan Idris, Malaysia

Coreponding author : amiruddinazzahra@gmail.com

### ABSTRACT

*The objectives of this research consist of several objectives, including: 1. Calculating the magnitude of the effect of the variables of education, training, skills, motivation, policies on the performance of the swallow business, 2. Analyze and calculate the direct and indirect effects of education, training, skills, motivation and policies on the performance of the swallow business. 3. Analyze and calculate the single effect, simultaneous influence and mutual interaction between the variables of education, training, skills, motivation, policies in influencing the performance of the swallow bird business, 4. Examine the role of the skill variable in mediating the education and training variables in influencing the motivation and performance of the swallow bird business 5. Testing the role of policy variables in moderating motivational variables in influencing swallow business performance, 6. Build and simulate a dynamic model of a swallow nest maintenance system integrated with agriculture and SMEs (down stream) using the results of an empirical study of the effect of all variables on increasing business performance, and 7. Run model simulations at various technology and management level scenarios to predict and evaluate their impact on sustainability and profitability in an integrated swallow bird maintenance system with agriculture and SMEs (down stream). The method of research was used the mixed method quantitative and qualitative research. The number of samples used in this study amounted to 184 respondents who will be taken using random sampling. The data analysis data was used SEM (Statistical Equation Model). The result of the research are Education has a significant effect on skills, training has a significant effect on skills, education has no significant effect on motivation, training has a significant effect on motivation, skills have no significant effect on motivation, education has no significant effect on business performance, training has no significant effect on business performance, skills have no effect significant effect on business performance, motivation has a significant effect on business performance, policy has no significant effect on business performance, there is an indirect effect of education on motivation through skills, there is no indirect effect of training on motivation through skills, and the policy variable is not a moderator variable between motivation with business performance. Implication of this research is rearing swallows with education, training, motivation, skills and policies can improve the business performance of swallow nest entrepreneurs so that they can get prosperity and develop their business.*

**Keywords:** Relationship, Education, Training, Motivation, Business Performance

### INTRODUCTION

History The development of the swallow's nest business since time immemorial during the Ming Dynasty (1368-1644); King Ming Chengzu. King Ming Chengzu. Some articles even mention that swallow nests have been traded since the Tang Dynasty (618 - 907 AD) in the Borneo

Islands. Swift's nest was made as a health food in the Palace and is believed to be efficacious for health in China, South China. In 1587 China was the largest exporter of swiftlet nests and eventually expanded to Vietnam, Myanmar, the Philippines, Thailand, Malaysia, Indonesia (Babji, 2015). Trade history various legends describe the origins of the Chinese people's fondness for swiftlet nests (eg Medway 1962a; Valli and Summers 1990; Lau and Melville 1994; Jordan 2004; Zukarnaen n.d.). Most depict a messenger or cook fearing for his life when the emperor discovers a new, tasteless, delicacy, quickly explaining that it is an aphrodisiac, longevity, or simply exotic (from remote Borneo). Most also tell of the journeys of the eunuch Zheng He, who in 1405–333 led seven major expeditions to what is now Indonesia, Malaysia, Thailand, Vietnam, Sri Lanka, and India. One of his most important tasks was to bring back exotic items and rare foods to the Ming imperial court. However, as Medway (1962a) points out, there are no shipping records mentioning this bird's nest. Edible nests from Johor, however, are mentioned in other Ming Dynasty writings (Lau and Melville 1994). Other researchers present evidence of much earlier trade, including the discovery of nest scrapers associated with pieces of T'ang Dynasty and Sung Dynasty ceramics in Niah caves, suggesting that nests were traded with China possibly as early as the seventh century CE (Harrison 1959). It is not known whether China's discovery of the culinary and medicinal properties of swallow's nest was made in its home country or during overseas trips. Some Chinese scholars believe that the nest supply in their own country was exhausted before foreign ones were imported (Valli and Summers 1990). Populations of white-nesting swallows have been known to exist on Weizhou Island, off the coast of Hainan, since the fourteenth century, with harvest records dating to the Dynasty Qing (1644–1911).

The bird's nest trade is quite ancient, probably dating back to the T'ang Dynasty (618–907 CE) (Lau and Melville 1994). Swallow's nest soup is not very savory, and requires the addition of chicken stock or sugar to give it a bit of appeal (Hobbs 2004). Like many other Chinese foods, however, it is not the taste that excites consumer demand, but rather the health benefits that are claimed. Efficacy that is healthy and tones the body's organ systems, among others, helps dissolve phlegm, improves voice, relieves gastric problems, helps kidney function, improves complexion, relieves asthma, suppresses coughs, cures tuberculosis, strengthens the immune system, accelerates recovery from illness and surgery, increase energy and metabolism, and increase concentration (Hobbs 2004).

The high interest in Swallow bird nests is due to the fact that it contains compounds that are efficacious for various purposes such as culinary delights, medicinal properties and other uses. Research from China and Japan suggests many possible health benefits. One of the four main carbohydrates found in compressed saliva is sialic acid, which is present in high concentrations in breast milk and is thought to contribute to developmental gains among breastfed infants (Oda et al. 1998; Wang and Brand-Miller 2003). Research by Ng et al. (1986) showed that hive material extracts may have an immune-enhancing effect through the aid of immune cell division, while Kong et al. (1987) identified epidermal growth factor (EGF)-like hormones that can play a role in cell proliferation, differentiation and development, providing some support for the rationale for using edible bird's nest drugs in aging resistance. Researchers in Korea found that hive extract causes the proliferation of human adipose-derived stem cells, and thus has the potential to play an important role in stem cell therapy (Roh et al. 2012). Whether these health benefits are real or imaginary, edible bird's nest is a very expensive luxury item, sometimes referred to as “the caviar of the East” (Marcone 2005). Another researcher which states that Swallow's nest has the ability in accelerating the wound healing process also done by Rahmayanti and Nuroini (2019) in Mega Indiana Dewi (2020:14) Benefits of consuming swallow's bird nest (Dewi, in 2020).

As a result of world market demand due to the various benefits of wallet nests, the price increases which triggers very intensive hunting in nature and initiates the emergence of businesses to maintain several species in various countries. Prices skyrocketed from the mid-1980s, due to a combination of a declining supply of nests from traditional sources and the increasing prosperity

of China's burgeoning consumer society (Hobbs 2004). This has led to a decline in native swallow populations in some areas that have traditionally supplied the trade. A recent response has been the spread of swiftlet farming, or animal husbandry, in Indonesia, Malaysia, Thailand and Vietnam. This article examines the phenomenal growth of the swiftlet nest industry, with particular emphasis on Indonesia. Tropical and humid climatic conditions are very suitable for the development of swallows, including Southeast Asia and especially Indonesia. From the history of the development of Indonesian swallows, it was known in 1720 in the Kebumen area of Central Java, precisely in the coral area. Cave Coral Reef (Day K. Nugroho).

The idea of maintenance swallows bird integrated with the SME downstream business system is motivated by the idea that aspects of linkage and potential synergies if managed together can be profitable. Thus, in an integrated manner, several weaknesses in each aspect can reduce each other and on the contrary some strength will strengthen each other if managed simultaneously. The increase in added value is conceptually very possible considering that when system maintenance is carried out in an integrated manner, the movement of the real sector and the opening of the potential carrying capacity of the ecosystem environment (Amin, 2019). Sustainable Architecture can be defined as an architectural design that is environmentally sound. Further delivered (Akmal, 2007; Ardiani, 2015; Sassi, 2006), waste management (Ardiani, 2015; Keeler, 2019), utilization of natural energy, utilization of local materials Rr. Almira Husna Ramadhanty,(2020). Tempe Lake with a large area and ecological feasibility is a potential natural resource that has not been fully utilized. The large population and the relatively low level of per capita income are potential human resources that can be developed to drive this integrated business.

The integrated swallow industry is one of the businesses that is considered to have very potential prospects to be developed in Southeast Asia, especially in South Sulawesi, Indonesia for now. The reason for developing maintenance swallow bird business in South Sulawesi is due to geographical and environmental conditions as well as the availability of abundant resources for rapid survival. Basically, swallow maintenance is suitable to be developed in rural agricultural areas, still has good natural energy conditions (Wardiana, 2019). Regarding the use of natural energy such as wind energy, it can be used as air circulation, so that the room does not require cooling. Sunlight can be used for lighting or natural lighting during the day in Rr. Almira Husna Ramadhanty, et al (2020). However, currently in Indonesia, the maintenance of swallows is growing, both in rural and densely populated areas, and even in urban areas, perhaps because there are no special regulations or policies regarding the maintenance of Swallows bird. In connection with that in research (Saipullah, 2018: 370) on business feasibility studies, Sunyoto (2014: 2) said, business feasibility studies are research that involves several aspects both from legal aspects, financial aspects from socio-economic and cultural aspects, marketing, technical and technological aspects, aspects of human resources and organization. One aspect that can be said to be important in business continuity is the legal aspect of swallowing in Indonesia, to ensure business continuity, it is necessary to have clear rules for attention and protection from the government. Several regions have planned to make regulations on the swallow bird industry but so far it has not been realized to make laws that specifically regulate the swallow bird industry. The Regional Government only refers to Law Number 25 of 1999 concerning Regional Autonomy which says that the government and the community in the regions are welcome to take care of their own house hold responsibly (Shintia DR Saerang et.al 2017: 2287) (Tirayoh 3, 2017). Regarding the swallow bird business, the swiftlet's nest has just designed the swallow's nest tax, so far there is no clear regulation that specifically applies to both the local area and national laws and regulations. Maximum with the support of the application of high technology. The application of high technology requires a sufficient level of knowledge of human resources which can be improved through education and training. Integrated management in the maintenance of swallows basically requires the

simultaneous and balanced management of natural resources with human resources who have knowledge, based on these problems and idea, this is the research plan on the theme.

## METHOD

The approach used in this research is a mixed method research approach. Mixed methods research design is a procedure for collecting, analyzing, and mixing or combining quantitative and qualitative methods in a study or a series of studies to understand the problems in research (Creswell & Plano Clark, 2015). In line with the definition of Combined Method Investigation according to Wallen (1966) in Ghazali Darusalam et.al (2018: 575) it is related to data collection using 3 simultaneous techniques; questions of investigation, meeting, and observation.

The population in this study is the entire community of swallow cultivation entrepreneurs around the coast of Lake Tempe spread over 3 regencies, namely Soppeng, Wajo and Sidrap Regencies, South Sulawesi Province. The total number of the population cannot be known with certainty because it has not been fully recorded in the relevant agencies, but it is estimated that it will reach more than 1500 units with the assumption that the average in each district is not less than 500 business units so that the total population of the study is not known with certainty. The number of respondents who collected research questionnaires amounted to 340 people.

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

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

$$n = \frac{340}{1 + 340 \cdot 0.05^2}$$

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

The number of samples used in this study amounted to 184 respondents who will be taken using random sampling.

To test the hypothesis, researcher use AMOS program.

## DISCUSSION

Through the AMOS program, it can be analyzed and calculated the results of the regression weights between latent variables which are often called loading factor estimates or lambda values. In addition, 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:

**Table.2. Evaluation of Causality Test Regression Weight**

|            |      |           | Estimate | S.E. | C.R.   | P    | Label |
|------------|------|-----------|----------|------|--------|------|-------|
| Skill      | <--- | Education | .396     | .135 | 2.926  | .003 |       |
| Skill      | <--- | Training  | .666     | .133 | 5.019  | ***  |       |
| Motivation | <--- | Education | -.342    | .200 | -1.708 | .088 |       |
| Motivation | <--- | Training  | .984     | .245 | 4.016  | ***  |       |

|             |      |            | Estimate | S.E. | C.R.   | P    | Label |
|-------------|------|------------|----------|------|--------|------|-------|
| Motivation  | <--- | Skill      | .011     | .135 | .084   | .933 |       |
| Performance | <--- | Skill      | .119     | .091 | 1.303  | .193 |       |
| Performance | <--- | Policy     | -.080    | .056 | -1.425 | .154 |       |
| Performance | <--- | Motivation | 1.245    | .317 | 3.926  | ***  |       |
| Performance | <--- | Training   | -.368    | .174 | -2.111 | .035 |       |
| Performance | <--- | Education  | .112     | .062 | 1.823  | .068 |       |

1. Because the p value is  $0.003 < 0.05$ , then H1 is accepted, meaning that Education has a significant effect on skills.
2. Because the p value is  $0.000 < 0.05$ , then H2 is accepted, meaning that training has a significant effect on skills.
3. Because the p value is  $0.088 > 0.05$ , then H3 is rejected, meaning that Education has no significant effect on motivation.
4. Because the p value is  $0.000 < 0.05$ , then H4 is accepted, meaning that training has a significant effect on motivation.
5. Because the p value is  $0.933 > 0.05$ , then H5 is rejected, meaning that Skill has no significant effect on motivation.
6. Because the p value is  $0.068 > 0.05$ , then H6 is rejected, meaning that Education has no significant effect on business performance.
7. Because the p value is  $0.035 < 0.05$ , then H7 is accepted, meaning that training has a significant effect on business performance.
8. Because the p value is  $0.193 > 0.05$ , then H8 is rejected, meaning that skill has no a significant effect on business performance.
9. Because the p value is  $0.000 < 0.05$ , then H9 is accepted, meaning that motivation has a significant effect on business performance.
10. Because the p value is  $0.154 > 0.05$ , then H10 is rejected, meaning that the policy has a significant effect on business performance.

## 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:

**Tabel.3. Standardized Direct Effects (Group number 1 - Default model)**

|             | Policy | Training | Education | Skill | Motivation | Performance |
|-------------|--------|----------|-----------|-------|------------|-------------|
| Skill       | .000   | .703     | .374      | .000  | .000       | .000        |
| Motivation  | .000   | 1.403    | -.437     | .015  | .000       | .000        |
| Performance | -.167  | -.586    | .160      | .180  | 1.391      | .000        |

**Tabel.4. Standardized Indirect Effects (Group number 1 - Default model)**

|             | Policy | Training | Education | Skill | Motivation | Performance |
|-------------|--------|----------|-----------|-------|------------|-------------|
| Skill       | .000   | .000     | .000      | .000  | .000       | .000        |
| Motivation  | .000   | .011     | .006      | .000  | .000       | .000        |
| Performance | .000   | 2.093    | -.533     | .021  | .000       | .000        |

**Table. 5. Standardized Total Effects (Group number 1 - Default model)**

|             | Policy | Training | Education | Skill | Motivation | Performance |
|-------------|--------|----------|-----------|-------|------------|-------------|
| Skill       | .000   | .703     | .374      | .000  | .000       | .000        |
| Motivation  | .000   | 1.414    | -.431     | .015  | .000       | .000        |
| Performance | -.167  | 1.507    | -.373     | .201  | 1.391      | .000        |

**Table.6. Direct Effects, Indirect Effects, and Total Effects**

| Variable Direct                     | Direct Effect | Indirect Effect | Total Effect |
|-------------------------------------|---------------|-----------------|--------------|
| Education on motivation             | -0.437        | 0.006           | -0.431       |
| Skills for motivation               | 0.000         | 0.000           | 0.015        |
| Training on motivation              | 1.403         | 0.011           | 1.414        |
| Motivation for business performance | 1.391         | 0.000           | 1.391        |
| Policy on business performance      | -0.167        | 0.000           | -0.167       |
| Education on skills                 | 0.374         | 0.000           | 0.374        |
| Training on skills                  | 0.703         | 0.000           | 0.703        |
| Motivation towards 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:

1. The direct effect of education on motivation is -0.437, the indirect effect of education on motivation is 0.006, and the total effect of education on motivation is -0.431.
2. The direct effect of skills on motivation is 0.000, the indirect effect of skills on motivation is 0.000, and the total effect of skills on motivation is 0.015.
3. The direct effect of training on motivation is 1.403, the indirect effect of training on motivation is 0.011, and the total effect of training on motivation is 1.414.

The direct effect of motivation on business performance is 1.391, the indirect effect of motivation on business performance is 0.000, and the total effect of motivation on business performance is 1.391.

The direct effect of policy on business performance is -0.167, the indirect effect of policy on business performance is 0.000, and the total effect of policy on business performance is -0.167. The direct effect of education on skills is 0.374, the indirect effect of education on skills is 0.000, and the total effect of education on skills is 0.374

### **The indirect effect of education on motivation through skills**

The value of the direct influence of education on motivation is -0.437. The value of the direct influence of skills on motivation is 0.000. The value of the direct influence of education on skills is 0.374. Based on the path analysis of the indirect effect of education on motivation through skills =  $0.374 \times 0.000 = 0$ . When compared with the direct effect of education on motivation of -0.437,  $0 > -0.437$  means that there is an indirect effect of education on motivation through skills.

### **The indirect effect of training on motivation through skills**

The value of the direct effect of training on skills is 0.703. The value of the direct influence of skills on motivation is 0.000. The value of the direct influence of training on motivation is 1.403.

Based on the path analysis of the indirect effect of training on motivation through skills =  $0.703 \times 0.000 = 0$ . When compared with the direct effect of training on motivation of 1.403,  $0 < 1.403$  means that there is no indirect effect of training on motivation through skills.

### **The policy variable is not a moderator variable between motivation and business performance.**

Because the significant value is  $0.904 > 0.05$ , it is stated that the Policy Variable is not a moderating variable between motivation and business performance. Furthermore, the value of Adjusted R Square before the existence of the policy variable was 87% in increasing the business performance variable. However, after the researcher entered the policy variable, the Adjusted R Square value became 86.9% in increasing the business performance variable. Therefore, the policy variable reduces the relationship between the motivation variable and business performance.

## **CONCLUSION**

This section provides empirical results based on measures that are in accordance with the proposed research methodology. Before the data is used for hypothesis testing, the data are 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 analysis of the path coefficients. Next, the researcher tested the hypothesis and assessed the effect of mediation so that the researcher concluded that; Education has a significant effect on skills, training has a significant effect on skills, education has no significant

effect on motivation, training has a significant effect on motivation, skills have no significant effect on motivation, education has no significant effect on business performance, training has no significant effect on business performance, skills have no effect significant effect on business performance, motivation has a significant effect on business performance, policy has no significant effect on business performance, there is an indirect effect of education on motivation through skills, there is no indirect effect of training on motivation through skills, and the policy variable is not a moderator variable between motivation with business performance. Next, the discussion will concentrate on the qualitative findings.

## REFERENCES

- Abbas, R., Abdul Kadir, F. A., & Ghani Azmie, I. A. (2013). Integrating Soft Skills Assessment Through Soft Skills Workshop Program For Engineering Students At University Of Pahang: An Analysis. *International Journal of Research In Social Science*, 2(1), 33-46
- Abdul, Omolara Eunice. (2018). Entrepreneurial Skills and Growth of Small and Medium Enterprise (SMEs): A Comparative Analysis of Nigerian Entrepreneurs and Minority Entrepreneurs in The UK. *International Journal of Academic Research in Business and Social Sciences*, 8 (5), 27-46.
- Acs, Z. J., Desai, S., & Hessels, J. (2008). Entrepreneurship, economic development and institutions. *Small business economics*, 31(3), 219-234.
- Ambrosini, R., Bolzern, A. M., Canova, L., Arieni, S., Møller, A. P., & Saino, N. (2002). The distribution and colony size of barn swallows in relation to agricultural land use. *Journal of Applied Ecology*, 39(3), 524-534.
- Andjarwati, Tri (2015). Motivasi dari Sudut Pandang Teori Hirarki Kebutuhan Maslow, Teori Dua Faktor Herzberg, Teori X Y Mc. Gregor, dari Teori Motivasi Prestasi Mc Clelland. (Jurnal Ilmu Ekonomi & Manajemen).
- Anwar, T., Pribadi, P., & Pramono, A. (2018). Pelatihan Pengelolaan Keuangan Bisnis Berbasis Mobile pada Komunitas Pengusaha LAHECI (Laskar Henna Cilacap). *Jurnal Abdimas BSI: Jurnal Pengabdian Kepada Masyarakat*, 1(3).
- Ardiana, IDKR., Brahmayanti, L. A., & Subaedi. (2010). Kompetensi SDM UKM dan Pengaruhnya Terhadap Kinerja UKM di Surabaya. *Jurnal Manajemen dan Kewirausahaan*. Vol. 12
- Ardiani, Y. M. (2015). *Sustainable Architecture Arsitektur Berkelanjutan*. Jakarta: Erlangga
- Arikunto, S. (2006). *Metode Penelitian Kualitatif*. Jakarta: Bumi Aksara
- Creswell, J. W. (2011). *Choosing a mixed methods design In: Creswell JW, Plano Clark VL.(ed.) Designing and Conducting Mixed Methods Research*.
- Creswell, Jhon W. (2016). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed*. Yogyakarta: Pustaka Pelajar
- Dessler, G. (2000). *Human resource management*. Pearson Educación.
- Dewi Mega Endiana. 2020. Manfaat Konsumsi Sarang Burung Walet. *Jurnal Kedokteran Ibnu Nafis*.
- Doms, M., Lewis, E., & Robb, A. (2010). Local labor force education, new business characteristics, and firm performance. *Journal of urban economics*, 67(1), 61-77.
- Drucker, Peter F. (1954). *The Practice Of Management* New York: Happer & Row
- D'Souza et al. (2006). "Green Products and Corporate Strategy: An Empirical Investigation". *Society and Business Review* 1(2): 144–157
- Fahmi, A. R., & Hadiyati, E. (2020). Pengaruh Knowledge dan Skill Terhadap Kinerja melalui Kompetensi Kewirausahaan pada Pengusaha UKM Produk Unggulan Kota Malang. *REFORMASI*, 10(1), 1-10.
- Ferdinand, A. (2013). *Metode Penelitian Manajemen Pedoman Penelitian*. Semarang: AGF Books.

- Fitri, H. N., Putra, R. B. P. B., & Lusiana, L. L. (2020). Pengaruh Business Knowledge Terhadap Business Performance Melalui Business Skill Dan Innovation Pada Umkm Kota Padang Di Era Industri 4.0. *Jurnal Benefita*, 5(1), 39-49.
- Hao, Qi., Abdul Rahman dan Omar (2010) Swiftlets and Edible Birds Nest Industry in Asia. *Journal of Scholarly Research*. 2(1) : 32-48
- Ibrahim, S. h., Teo. W. C., dan Baharun, A.(2009) A Study on Suitable Habitat for Swiftlet Farming. *UNIMAS e-Journal of Civil Engineering*, Vol. 1. Samarahan: Universiti Malaysia Sarawak
- Johnson, R.B. & Christensen, L. B. (2008). *Educational Research: Quantitative, Qualitative, and Mixed Approaches (3rd ed.)*. Thousand Oaks, CA : Sage.
- Kang N, Hails CJ, Sigurdsson JB. (1991). Nest construction and egg-laying in edible-nest swiftlets *Aerodramus* spp. and the implications for harvesting. *IBIS* 133(2): 170–177. <https://doi.org/10.1111/j.1474-919X.1991.tb04828.x>
- Krumina, Ieva et.al. (2015). Vidzeme Region of Latvia: Knowledge Management in Micro Enterprises. *Procedia - Social and Behavioral Sciences*, 213, pp. 781-786.
- Lau, S. M. A. and D. S. Melville. (1994). *International Trade in Swiftlet Nests with*
- Levin, Richard I. And Rubin, David S. (1994). *Statistics Management*. Prentice Hall International, Inc. Texas.
- Limawandoyo, E. A., & Simanjutak, A. (2013). Pengelolaan Dan Pengembangan Sumber Daya Manusia Pada PT. Aneka Sejahtera Engineering. *Jurnal Manajemen Bisnis Petra*, 1(2), 1–12
- Lin, C.-H., Peng, C.-H., & Kao, D. T. (2008). The innovativeness effect of market orientation and learning orientation on business performance. *International Journal of Manpower*, 29(8), 752-772
- Ludwig, JA & JF Reynolds. (1988). *Statistical Ecology*. New York: John Wiley & Sons.
- Mustofa, M. A. (2014). Pengaruh Pengetahuan Kewirausahaan, Self-Efficacy, dan Karakter Wirausaha Terhadap Minat Berwirausaha Pada Siswa Kelas XI 78 SMK Negeri 1 Depok Kabupaten Sleman. Fakultas Ekonomi Universitas Negeri Yogyakarta
- Nadler. (1986). *Keterampilan dan Jenisnya*. PT. Grapindo Persada. Jakarta
- Nazir, Moh. (2005). *Metode Penelitian*. Jakarta: Ghalia Indonesia
- Neumann, R. P. (2005). Model, panacea, or exception? Contextualizing CAMPFIRE and related programs in Africa. *Communities and conservation: histories and politics of community-based natural resource management*, 177-194.
- Nugroho, H. K. dan A. Budiman. (2013). *Panduan lengkap walet*. Penebar Swadaya. Jakarta
- Nursalam. (2011). *Konsep dan Penerapan Metodologi Penelitian Ilmu Keperawatan Pedoman Skripsi, Tesis, dan Instrumen Penelitian Keperawatan*. Jakarta: Salemba Medika
- Oda, M., Ohta, S., Suga, T. and Aoki, T. 1998. Study on Food Components: The Structure of N-Linked Asialo Carbohydrate from the Edible Bird's Nest Built by *Collocalia fuciphaga*. *J. Agric. Chem.*, 46:3047-3053.
- Radzi, K. M., Nor, M. N. M., & Ali, S. M. (2017). The impact of internal factors on small business success: A case of small enterprises under the FELDA scheme. *Asian Academy of Management Journal*, 22(1), 27-55.
- Rogoff, E. G., & Heck, R. K. Z. (2003). Evolving research in entrepreneurship and family business: Recognizing family as the oxygen that feeds the fire of entrepreneurship. *Journal of business venturing*, 18(5), 559-566.
- Rokhim, R., Mayasari, I., & Wulandari, P. (2021, March). Is brand management critical to SMEs' product sustainability? Qualitative analysis in the context of Indonesia small enterprise environment. In *IOP Conference Series: Earth and Environmental Science* (Vol. 716, No. 1, p. 012109). IOP Publishing.
- Rutoto, Sabar. (2007). *Pengantar Metodologi Penelitian*. FKIP: Universitas. Muria Kudus

- S. Schuler, Randall. dan Susan E. Jackson, (1997) *Manajemen Sumber Daya Manusia, (Menghadapi Abad Ke-21)*, Jakarta: PT. Gelora Aksara Pratama
- Saerang, S. D., Poputra, A. T., & Tirayoh, V. Z. (2017). Analisis Efektivitas Pemungutan Pajak Sarang Burung Walet Berdasarkan Sistem Ketetapan Pajak Serta Kontribusi Terhadap Pendapatan Asli Daerah Kota Bitung. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 5(2).
- Stake, Robert E. (2005). *Case Study Methods in Educational Research: Seeking Sweet Water*. In R. M. Jaeger (Ed.) *Complementary methods for research in education*, 2nd Edition (pp, 401-414). American Educational Research Association: Washington, DC
- Sveiby, Karl Erik (1998), “*Intellectual Capital: Thingking Ahead*”, Australian CPA. June, page 18-2
- Tarumingkeng RC. (1994). *Dinamika Populasi, Kajian ekologi kuantitatif*. Jakarta: Sinar Harapan dan Universitas Kristen Krida Wacana
- Trendov, N. M., Varas, S., & Zeng, M. (2019). Digital technologies in agriculture and rural areas. *Briefing paper*. Rome: Food and Agriculture Organization of the United Nations
- Wright, P.M. and Snell, S.A. (1991) *Toward an Integrative View of Strategic Human Resource Management*. *Human Resource Management Review*, 1, 203-225.
- Yunirna, R., Leo, M. N. Z., & Sideng, U. Gambaran Tingkat Kesejahteraan Rumah Tangga Pemilik Rumah Sarang Burung Walet di Desa Topoyo Kecamatan Topoyo. *UNM Geographic Journal*, 2(2), 162-168.