



THE INFLUENCE OF HUMAN RESOURCES (HR), BUSINESS CAPITAL AND SOCIAL CAPITAL ON THE BUSINESS DEVELOPMENT OF TUNA HOUSEHOLD INDUSTRY IN MAKASSAR CITY

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ABSTRACT

The shredded tuna processing industry in Makassar city is still a home industry that is strongly influenced by the ability of human resources, business capital ownership, and the role of social capital in it. This research was conducted at the Tuna Fish Shredded Household Industry in Makassar City, aiming to analyze the influence of human resources, business capital, and social capital on the development of tuna fish processing businesses in Makassar City. By using the quantitative method, it is produced that: simultaneously (together) there is a positive and significant influence of human resources, business capital, and social capital on the development of shredded tuna home industry businesses in Makassar City, partially human positive and significant effect on the development of the shredded tuna home industry business in Makassar City, partially working capital has a positive and significant effect on the development of tuna fish shredded home industry business in Makassar City.

Keywords: Shredded Fish, Human Resources, Business Capital, and Social Capital.

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PRELIMINARY

Fish is known as a commodity that has high nutritional value but perishes easily because it contains high levels of protein containing free amino acids which are used for the metabolism of

microorganisms, production of ammonia, biogenic amines, organic acids, ketones and sulfur components (Neto et al., 2014). To avoid a decrease in quality, it is necessary to process fishery products. Processing fishery products is an effort to



support food diversification to increase the consumption of processed fishery products, especially for people who are difficult to reach. In addition, fish processing can provide added value and selling value of the fishery products themselves to provide business benefits and encourage the growth of the fish processing industry which can improve the welfare and prosperity of the community. One of the processed fishery products that are widely known in the community is shredded fish.

Shredded tuna is a type of food made from tuna fish that is seasoned and processed by boiling and frying and then going through several processing steps. The resulting preparations have a soft texture and are easy to consume. Its soft texture makes it easy and safe for consumption by all ages (<http://www.diKemas.com>, 2020)

Production potential support in the city of Makassar is very high. Shredded production is highest in 2019 Semester II at 6733 kg and tends to decrease in 2020 Semester I at 3278 Kg. This potential contributes to the development of

fish floss household industry business management. In the city of Makassar, most of the processing of fish floss is still in the form of home industries, ownership of capital is a challenge in running a business, especially in supporting the supply of raw materials to support sustainable production. According to Saefuddin (2019), business capital is something that is used to set up or run a business. This capital can be in the form of money and labor (expertise). Money capital is usually used to finance various business needs, such as pre-investment costs, obtaining permits, investment costs to buy assets, to working capital. However, as MSME actors, difficulties in owning business capital have direct implications for the certainty and continuity of production (Pangestu, 2021).

Apart from the capital factor, the ability of human resources in managing the shredded fish home industry business in the city of Makassar is also an important factor in increasing production competitiveness and strengthening market accessibility. The management of shredded fish as a *home industry-based business is*



suspected that the low quality of human resources for workers who are still limited is a challenge for shredded fish businesses in Makassar city. HR in Small and Medium Enterprises plays a very important role because the progress or failure of a business is also influenced by the quality of the human resources themselves. (Febrianti, 2021).

The sustainability of a home industry business is influenced by the capital factor and social capital, which can be used for investment in the future (Suharto, 2007). Social capital can be said to be an investment to obtain new societal resources. Therefore social capital is believed to be one of the components in driving togetherness, mutual trust, and mutual benefit to achieve mutual progress. Fukuyama (1995), states that social capital plays a very important role in the functioning and strengthening of modern society. Various problems and deviations that occur in various countries are the main determinants of the stunted social capital that grows in society.

From the various studies above, so far there has been no holistic link between business development and HR capabilities,

ownership of business capital, and social capital. Therefore, this study will examine, analyze and understand how human resources, business capital, and social capital influence the development of tuna-shredded home industry businesses in Makassar City.

This study aims to analyze the influence of human resources, business capital, and social capital on the development of tuna processing business in Makassar city, analyze the effect of human resources and social capital on the development of tuna fish processing business in Makassar city, analyze the influence of business capital on the development of tuna fish processing business in Makassar city, analyze the effect of social capital on the development of tuna fish processing business in Makassar city.

METHOD RESEARCH

Location and Research Design

This research was conducted for 2 (two) months, namely in June - August 2022 in Makassar City. The method used in this research is quantitative research. Data collection techniques include observation and giving questionnaires to the



perpetrators of the Shredded Tuna Household Industry in Makassar City.

Population and Sample

The population in this study was the Shredded Tuna Industry in the city of Makassar, totaling 40 processors. While the sample in this study is the total sample or all members of the population. This is because members of the population are relatively small or easy to reach.

Data analysis

The data analysis method used is multiple linear regression analysis to test the effect of the independent variables on the dependent variable.

RESULTS

Characteristics of Respondents

Table 1 shows the characteristics of respondents who are entrepreneurs in the shredded tuna household industry in the city of Makassar, which are predominantly in the age range of 36-43 years, namely 13 people or (32.5%). Meanwhile, shredded tuna home industry entrepreneurs in Makassar city are at least 52-59 years old, namely 6 people or (15%). The level of education also varied, where the education level of the dominant respondent was high school, namely

as many as 25 respondents (62.5%), and the least number of respondents with a bachelor's level of education, namely as many as 7 people (17.5%). Entrepreneurs in the shredded tuna household industry in the city of Makassar with the longest working experience are in the range of 6-8 years, namely 20 people (50%). Meanwhile, respondents with the least length of business, namely ≥ 14 years, were 1 person (2.5%). The number of employees in the shredded tuna home industry business in Makassar city is dominant between 3-6 employees, namely 20 people (55%) and at least 11-14 people with a percentage of 1%. Finally, the amount of shredded fish production in Makassar city by home industry entrepreneurs is between 5-10 dominant, namely 13 people (32.5%). While the amount of production that was the least ranged between 17-22 Kg namely as many as 4 entrepreneurs in the shredded tuna household industry (10%)

Linear Regression Analysis

Table 2 shows the result of the regression analysis, it can be seen that the multiple regression equation is as follow $Y = 17,369 +$



$$0,209 (X1) + 0,214 (X2) + 0,196 (X3)$$

Based on the equation above, it can be explained as follows: The constant value (α) is 17.369 can be interpreted if the variable human resources (X1), venture capital (X2), and social capital (X3) are considered constant or not changing, then business development shredded tuna home industry in Makassar City of 17.369. The coefficient value (b_1) in the human resource variable (X1) is positive, namely 0.209, meaning that any change in the human resource variable (X1) of 1% will increase business development shredded tuna home industry in Makassar City (Y) of 0.209, assuming the variables of business capital (X2) and social capital (X3) is considered constant. The coefficient value (b_2) in the venture capital variable (X2) has a positive value of 0.214, meaning that any change in the venture capital variable (X2) of 1% will increase business development shredded tuna home industry in Makassar City (Y) of 0.214, assuming that the human resource variable (X1) and social capital (X3) is considered constant. Coefficient value (b_3) on social

capital variable (X3) has a positive value of 0.196, meaning that any change in the social capital variable (X3) by 1% will increase business development shredded tuna home industry in Makassar city (Y) of 0, 0.196 assuming that the human resource variable (X1) and working capital (X2) are considered constant.

Hypothesis Test

To test the hypothesis can be done through 2 tests, namely:

1. Simultaneous Test (Test F)

Table 3 shows the results of the F test (simultaneous) obtained a calculated F_{value} of 7.640 with a significant value of 0.000. When compared with the $F_{\text{table value}}$ at $df_{n1} = 3$ and $df_{n2} = 36$ which is 2.87 at a significance level of 0.050, thus the calculated F_{value} is higher or greater than F_{table} ($7.640 \geq 2.87$). Based on this, simultaneously (together) there is the influence of human resources, business capital, and social capital on the development of shredded tuna home industry businesses in Makassar City.

2. Partial Test (t test)

Table 4 shows the results of the T-test (partial) that partially, the influence of human resources on the



development of tuna fish shredded home industry businesses in Makassar City obtained the value of t_{count} of 2.217 and t_{table} of 2.028 with a significance level of 0.033. Because of the calculated $t_{value} \geq t_{table}$ and its significance value ≤ 0.050 , it can be concluded that the human resource variable has a positive and significant effect on the development of tuna fish shredded home industry business in Makassar City.

Based on the results of partial calculations, the effect of business capital on the development of tuna fish shredded home industry businesses in Makassar City obtained the value of t_{count} of 2.686 and t_{table} of 2.028 with a significance level of 0.011. Because of the calculated $t_{value} \geq t_{table}$ and its significance value ≤ 0.050 , it can be concluded that the working capital variable has a positive and significant effect on the development of tuna fish shredded home industry business in Makassar City. The influence of social capital on the development of tuna-shredded home industry businesses in Makassar City obtained the value of t_{count} of 2.462 and t_{table} of 2.028 with a significance level of 0.019. Because the value of $t_{count} \geq t_{table}$ and its

significance value ≤ 0.050 , it can be concluded that the social capital variable has a positive and significant effect on the development of tuna fish shredded home industry business in Makassar City.

3. Coefficient Test (R^2)

Table 5 shows the results of the coefficient of determination test (R^2) of 0.389. So it can be said that the development of the tuna fish shredded home industry business in Makassar City was influenced by human resources, business capital and social capital of 38.9%. While the remaining 61.1% is influenced by other variables not examined in this study.

DISCUSSION

Based on the results of the study, simultaneously (together) human resources, business capital, and social capital have a positive and significant effect on the development of shredded tuna home industry businesses in Makassar City. The magnitude of the influence of human resources, business capital and social capital on the development of tuna fish shredded home industry businesses in Makassar City is 38.9%. While the remaining 61.1%



is influenced by other variables not examined in this study.

Based on the results of statistical tests, human resources had a positive and significant effect on the shredded tuna home industry in Makassar city. This shows that shredded tuna processors in the city of Makassar have good quality and qualified human resources, which will increase business development. Thus the variable quality of human resources is an important factor in business development, especially in the shredded tuna home industry in Makassar city.

Irawati (2018) reveals that education and training aim to develop skills so that work can be completed more quickly and effectively and to develop knowledge so that work can be done rationally. Education and training activities are basically carried out to produce changes in the behavior of small and medium business actors. The change in behavior in question is that it can be in the form of additional knowledge, expertise, skills, and changes in attitudes and behavior. Education and training are very important to increase the creativity, skills, and knowledge of

owners and employees of small and medium enterprises in running their businesses so that they can develop their businesses even further.

According to Anoraga (in Masyruf, 2021), human resources are an internal factor that influences the development of MSMEs. In general, human resources with professional competence come from formal education and non-formal education, especially the level of knowledge and skills. Human resource management must be considered in a business, especially MSMEs because every business actor has the creativity, sense and initiative to build attitudes, this attitude is the basis for behavior in developing a business.

Based on the results of partial calculations, business capital has a positive and significant effect on the development of tuna fish shredded home industry business in Makassar City. The capital factor is very influential in supporting all business activities, especially those related to the procurement of raw materials and production equipment.

Entrepreneurs of the shredded tuna household industry in Makassar city will definitely need capital to be



able to help their businesses run well. Having capital will help business development, in business capital to achieve business development, you need capital, both your capital (investment) and loan capital which is expected to help every activity business, as well as utilizing additional capital obtained for example capital from banks or other financial institutions.

The results of this study are in line with the theory expressed by Istinganah and Widiyanto, (2020) explaining that business capital is a factor that has a fairly important role in the production process, especially shredded tuna, because capital is needed when entrepreneurs want to create new businesses or to expand existing businesses. already exists, without sufficient capital it will affect the smooth running of the business, thereby affecting business development.

This is also supported by the Cobb-Douglas theory which states that capital affects production output. This shows that the higher the funds owned by business actors, the more productive results can be increased because the flow of funds is very important for financing labor and

purchasing raw materials and equipment. Capital will affect productivity (Yudiantara and Yuliarmi, 2018).

Based on the results of partial calculations, social capital has a positive and significant effect on the development of tuna fish shredded home industry business in Makassar City. Social capital can be built when each individual can trust other individuals so that they can make accountable commitments to develop mutually beneficial relationships (Widyawan, 2020).

In this study, indicators of social capital are norms, customer trust, and social networks. Customer trust is one of the important assets in developing a tuna fish shredded home industry business. This is because a food product must pay attention to aspects of raw materials in its manufacture. Based on observations in the production of shredded tuna, business actors always pay attention to the quality of the raw materials used and do not contain synthetic preservatives that endanger the health of consumers and have good quality standards. In addition, social networks are also the most important thing in developing a



business, especially shredded tuna. According to Analia, et al (2019) network is a variable that significantly increases the output of innovation and the competitiveness of business units in various industries. Networks have a positive impact on innovation in organizational contexts (large-scale, small businesses and start-ups). Networks can increase access to knowledge by promoting awareness and early adoption of innovations and can promote social interaction, generating trust and reciprocity which is conducive to knowledge transfer.

Among the social capital carried out by shredded tuna business actors in the city of Makassar is building customer trust. Forms of trust formed include: 1) quality aspect, guaranteeing the quality of raw materials in the production of fish floss; 2) safety aspect, in the processing process, does not use preservatives or dyes that can endanger the health of consumers; 3), environmental aspects, in the production process of shredded tuna, does not pollute the environment which has implications for workers and the environment. In addition,

shredded fish entrepreneurs also foster cooperation between marketing agencies and an attitude of trust with a network of friends between traders, namely relationships that help each other, are honest with each other, and provide each other with information. Merchant business network aims for mutual benefit and maintains a mutual trust with customers.

The results of this study are supported by research conducted by Latuihamallo and Kwelju (2022) that social capital has a positive and significant effect on business development. Trust plays a very important role in the sustainability of the business being run because it is related to the desire and needs to maintain mutual trust. In addition, the Network also expands product marketing, makes it easier to obtain raw materials, and improves good relations between business actors and suppliers or between traders and consumers.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that simultaneously (together) there is a positive and significant influence of human



resources, business capital, and social capital on the development of shredded tuna home industry businesses in Makassar City. The magnitude of the influence of human resources, business capital, and social capital on the development of tuna fish shredded home industry businesses in Makassar City is 38.9%. While the remaining 61.1% is influenced by other variables not examined in this study. Partially human resources, business capital, and social capital have a positive and significant effect on the development of tuna fish shredded home industry business in Makassar City.

Suggestion

The suggestions that can be put forward in this research are as follows: For future researchers, it can be used as reference material in conducting research related to career development, work motivation, and competence. And this research can be done again with different research objects and with question items on the different questionnaires. For small and medium business actors, businesses that are run with their capital or input from outside parties can be focused on business development, especially the quality

of marketing products, partnerships, and insight into market developments so that they can develop day-by-day.

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Table 1. Characteristics of Respondents

Respondent Characteristic Category	N	%
Age (Years)		
28 - 35 Years	12	30
36 - 43 Years	13	32.5
44 - 51 Years	9	22.5
52 - 59 Years	6	15
Total	40	100
Last education		
JUNIOR HIGH SCHOOL	8	20
SENIOR HIGH SCHOOL	25	62.5
Bachelor	7	17.5



Total	40	100
Business Experience (Year)		
35 years old	11	27.5
6 - 8 Years	20	50
9 - 11 Years	6	15
12 - 14 Years	2	5
> 14 Years	1	2,5
Total	40	100
Number of employees		
3-6 People	22	55.0
7-10 People	16	40.0
11-14 People	1	2,5
> 14 People	1	2,5
Total	40	100
Total Production (Kg)		
5 - 10 Kg	13	32.5
11-16 Kg	8	20.0
17-22 Kg	4	10.0
23 - 28 Kg	6	15.0
> 28 Kgs	9	22.5
Total	40	100

Source: Primary Data After Processing, 2022.

Table 2. Multiple Linear Regression Test Results

Coefficients^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	std. Error	Betas
1	(Constant)	17,369	2,958	
	Human Resources	,209	,094	,309
	Startup Capital	,214	.080	,372
	Social Capital	,196	.080	,349

a. Dependent Variable: Business Development
 Source: Primary Data After Processing, 2022.

Table 3. Simultaneous Hypothesis Test Results (F Test)

ANOVA^a



Model		Sum of Squares	Df	MeanSquare	F	Sig.
1	Regression	79,008	3	26,336	7,640	,000 ^b
	residual	124,092	36	3,447		
	Total	203,100	39			

a. Dependent Variable: Business Development

b. Predictors: (Constant), Social Capital, Business Capital, Human Resources

Source: Primary Data After Processing, 2022.

Table 4. Partial Hypothesis Test Results (t-test)

Financial performance	t _{count}	t _{table}	Significant Value	Information
Human Resources	2,217	2,028	0.033	Accepted
Startup Capital	2,686	2,028	0.011	Accepted
Social Capital	2,462	2,028	0.019	Accepted

Source: Primary Data After Processing, 2022.

Table 5. Result of the Coefficient of Determination (R²)

Summary Model^b

Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	,624 ^a	,389	,338	1,857	1,752

a. Predictors: (Constant), Social Capital, Business Capital, Human Resources

b. Dependent Variable: Business Development

Source: Primary Data After Processing, 2022.

