Strategy for Improving the Quality of Human Resources to Improve the Performance of Small and Medium Enterprises in Kepulauan Seribu, North Jakarta

Yhonanda Harsono[1,*], Otto Fajarianto[2]

[1]*Universitas Pamulang, Jl. Surya Kencana No.1, Pamulang Barat, Kec. Pamulang, Kota Tangerang Selatan, Banten 15417*
[2]*Universitas Swadaya Gunung Jati, Jl. Pemuda Raya No.32, Sunyaragi, Cirebon, 45132, Indonesia*
Corresponding author email: yhonanda2906@gmail.com

ABSTRACT. The aim of this research is to determine that improving the quality of human resources can improve the performance of Small and Medium Enterprises (UKM) in the Seribu Islands community and to formulate quality human resources in order to improve the performance of Small and Medium Enterprises (UKM) in the Kepulauan Seribu community. The research method that used is descriptive quantitative, uses primary and secondary data types and uses a questionnaire instrument, the number of samples of this study is 100 respondents using the Slovin method in determining the sample. The data collection technique that used was field research using a questionnaire as a research instrument and library research, that is reading materials that support research. The data analysis technique in this study is the validity test, reliability test, normality test, non-Heteroscedasticity test, simple linear regression test, R square and hypothesis significance test. Based on the results of the answers of 100 respondents, that the quality of human resources of Kepulauan Seribu people have understood the marketing process with digital marketing and follows current technology, and business management is in accordance with the skills of the population. For the performance of the Kepulauan Seribu UKM are classified as Small and Medium Enterprises because based on respondents' answers, the income earned is in the range of IDR 30,000,000 to IDR 50,000,000 and the number of employees is around 10 to 30 employees. So that in this case using R-Square of 0.232 = 23.2%, which means that the independent variable (HR Quality) is able to explain 23.2% of the variation of the dependent variable (Small and Medium Enterprises performance) and the rest is explained by other factors not included in the model, for the results of the t test hypothesis, it can be concluded that the quality of human resources (X) affects the performance of SMEs (Y).
Keywords: Human Resources, Performance, Small and Medium Enterprises.

1. INTRODUCTION

Small and Medium Enterprises (UKM) are now the most important part of the economy of a country, including Indonesia, which is a developing country, because with the existence of Small and Medium Enterprises (UKM) it is able to absorb labor. In general, developing countries in the world have various kinds of problems that are almost the same, starting from the growing and uncontrolled population, having a population with a low level of education which has an effect on increasing the unemployment rate and also impacts on the increasing poverty level. The economic activity of a country can be used as a characteristic that the country is developed or not. The more resources a country can use and process, the more economic activity of a country will be.

Human resources are needed who are able to process the resources of a country so that economic activity can increase. In this case, the author wants to see economic activities in Indonesia, one of which is in the Kepulauan Seribu area where most of the people's livelihoods are entrepreneurship or owning small and medium enterprises. Therefore, with the phenomenon of the Kepulauan Seribu people, most of whose livelihoods are entrepreneurship, the authors want to see how to formulate and implement a human resource strategy, in this case is the Kepulauan Seribu people so that it can improve performance. First, let me describe the population in the Kepulauan Seribu, Jakarta, below

TABLE 1. Number Of Human Resources In The Kepulauan Seribu Number Of Sub-District, Citizens Association, Neighborhood Association And Head Of Families By District In 2019

District	Sub-District	Citizens Association	Neighborhood Association	Head of Families
South Kepulauan Seribu	3	11	52	4522
North Thousdand Islands	3	13	75	3116
Amount	6	24	127	7638

Sources : Central Statistics Agency of Kepulauan Seribu Regency in 2020
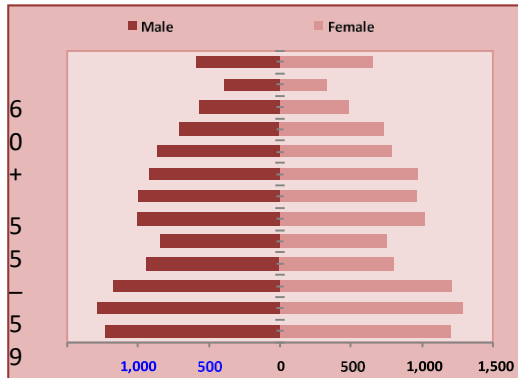

FIGURE 1.. Kepulauan Seribu Population Pyramid, 2019 [Source: Central Statistic Agency in 2020]

The territory of the Jakarta Capital City Special Region is divided into municipalities and administrative districts. The autonomy of the Special Capital Region of the Province of Jakarta is placed on the scope of the Province and is implemented based on the principles of Decentralization, Deconcentration and Assistance Tasks. Municipalities and Administrative Districts are administrative areas and not autonomous regions. In accordance with Article 32 of Law Number 34 of 1999, the Kepulauan Seribu District which is part of the North Jakarta Municipality was upgraded to the status of the Kepulauan Seribu Administrative District with the aim of improving public services and welfare, as well as the management of the Kepulauan Seribu which consists of 110 Islands in all aspects. among others, environmental sustainability, people's welfare and socio-culture.

The main source of livelihood for the Kepulauan Seribu people are fishing, however the value of trade in fisheries has fallen due to too many fishing boats operating in the area. So that other livelihoods that can improve the welfare of the Kepulauan Seribu people are entrepreneurship, such as in the Kepulauan Seribu, there are several resort hotels and simple inns in the same class as inns, which are usually called homestays, which are usually used as people's livelihoods in looking for other income, there are also those who trade. by opening small stalls along the coastal route, opening culinary stalls, restaurants or souvenir shops for visiting tourists.

Figure 2 shows the entrepreneurial data for Resort Hotels, Home Stay and Restaurants who are used as a livelihood for the people of the Kepulauan Seribu, Jakarta to help their economy. The following data is taken directly from Central Statistics Agency of Kepulauan Seribu Regency, Jakarta.
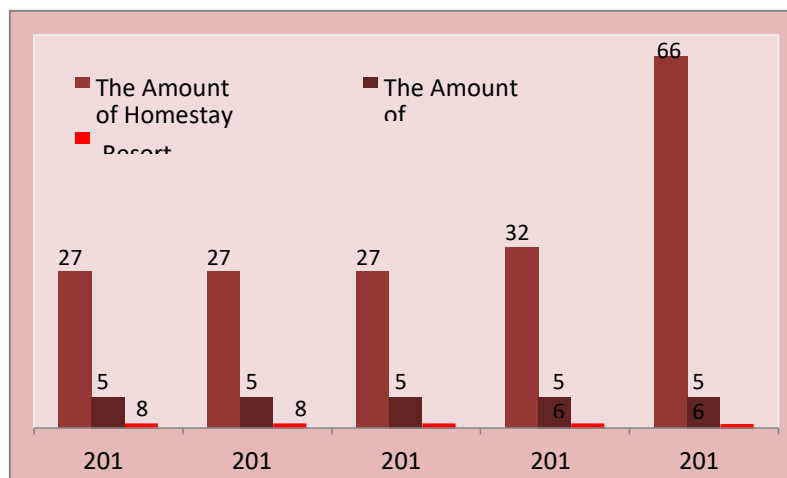

FIGURE 2. Performance Data of Kepulauan Seribu Small and Medium Enterprises (UKM) , Number of Homestays and Restaurants, 2012-2016 [Source: Central Statistics Agency in 2019]

From the data above, the researcher wants to see how the performance of the Small and Medium Enterprises (UKM) of the Kepulauan Seribu people, whether their income is high or still low, so that to improve the performance of the UKM, it is necessary to have a strategy to improve the quality of human resources which can later support the economic level and welfare of the Kepulauan Seribu people.

One of the strategies that will be carried out to improve the performance of these Small and Medium Enterprises (UKM) is by means of technology or digital marketing, where in this pandemic it will be very difficult to do conventional marketing, therefore human resources need to learn marketing through technology media to help the community. The Kepulauan Seribu in introducing their business and attracting both local and foreign tourists to be interested in continuing to visit tourist objects in the Kepulauan Seribu, with the large number of visitors coming, indirectly their business in the culinary field, lodging etc. will be crowded with visitors too, so with the help of technology in the form of online marketing through the web or advertising on the internet will expand the marketing network and can help bring in many tourists.

2. METHOD

The method that used for this research is quantitative method, which is an approach that involves estimating parameters, testing hypotheses, establishing confidence intervals, and the relationship between two or more characteristics (variables) for parameters that have a certain distribution (normal distribution) that is known. The purpose of this research is to determine that improving the quality of human resources can affect the performance of Small and Medium Enterprises (UKM) in the Kepulauan Seribu people and also to identify and formulate quality human resources in order to improve the performance of Small and Medium Enterprises (UKM) in the Kepulauan Seribu people.

This research uses quantitative research methods. The study was conducted to determine the relationship between variables to determine the level of the existing relationship so that researchers can develop it according to research objectives. The Slovin method was used to determine which respondents were eligible to be sampled and the data collection technique used by researchers was field research using a questionnaire as a research instrument and library research, that is reading materials that support research. The data analysis technique in this research is validity test, reliability test, normality test, non heteroscedasticity test, R Square, simple linear regression and hypothesis testing.

3. RESULTS AND DISCUSSION
3.1 Validity and Reliability Test Results

The validity test refers to the extent to which the difference in observation scale scores reflects the actual difference between objects based on the characteristics being measured, compared to systematic error and random error. Reliability test refers to the extent to which the measuring instrument is able to provide consistent results if repeated measurements and validity are carried out

TABLE 2. Validity Test Results

Variable	Question Item	K Correlation Coefficient	R-table value (N=124, α=5%)	Information	Conclusion
ality of Human Resources(X)	1	0.778	0.1764	R-table value	Valid
	2	0.793	0.1764	R-table value	Valid
	3	0.794	0.1764	R-table value	Valid
	4	0.811	0.1764	R-table value	Valid
	5	0.853	0.1764	R-table value	Valid
	6	0.807	0.1764	R-table value	Valid
	7	0.512	0.1764	R-table value	Valid
	8	0.866	0.1764	R-table value	Valid
	9	0.755	0.1764	R-table value	Valid
	10	0.452	0.1764	R-table value	Valid
	11	0.361	0.1764	R-table value	Valid
	12	0.563	0.1764	R-table value	Valid
	1	0.472	0.1764	R-table value	Valid
	2	0.528	0.1764	R-table value	Valid
	3	0.580	0.1764	R-table value	Valid

Variable	Question Item	K Correlation Coefficient	R-table value (N=124, α=5%)	Information	Conclusion
Small and Medium Enterprises Performance (Y)	4	0.503	0.1764	R-table value	Valid
	5	0.582	0.1764	R-table value	Valid
	6	0.481	0.1764	R-table value	Valid
	7	0.522	0.1764	R-table value	Valid
	8	0.618	0.1764	R-table value	Valid
	9	0.484	0.1764	R-table value	Valid
	10	0.350	0.1764	R-table value	Valid
	11	0.586	0.1764	R-table value	Valid
	12	0.556	0.1764	R-table value	Valid
	13	0.405	0.1764	R-table value	Valid
	14	0.447	0.1764	R-table value	Valid
	15	0.489	0.1764	R-table value	Valid
	16	0.536	0.1764	R-table value	Valid
	17	0.528	0.1764	R-table value	Valid
	18	0.456	0.1764	R-table value	Valid
	19	0.462	0.1764	R-table value	Valid
	20	0.568	0.1764	R-table value	Valid

Based on the above results, it can be concluded that all indicators used for the variable quality of human resources (X) and performance of Small and Medium Enterprises (UKM) (Y) are valid. Therefore, continued with the reliability test.

3.2 Reliability Test

TABLE 3. RELIABILITY TEST RESULTS

Variable	Number of Items	Calculate Value Alpha Cronbach	Information
Human Resources Quality (X)	12	0.899	High Realiability
Small and Medium Enterprises performance (Y)	20	0.849	High Reliability

Note: for Cronbach Alpha Count Value *

> 0.9: Very High Reliability 0.5 - 0.7: Moderate Reliability 0.7 - 0.9: High Reliability <0.5: Low Reliability

Based on the above results, it can be concluded that all indicators used for the variable quality of

human resources (X) and performance of Small and Medium Enterprises (Y) are reliable. Therefore, the analysis can be continued using descriptive analysis and regression.

3.3 Normality Test

TABLE 4. Normality Test Table
Tests of Normality
Shapiro-Wilk

	Statistic	df	Sig.
Unstandardized Residual	.982	124	.102

H0: Residuals are normally distributed H1: Residuals are not normally distributed Significance level = 5%
Test statistics: Shapiro-Wilk
Decision: Failure to Reject H0 because X-value> 0.05

(remember if X-value ≤ 0.05 then reject H0) Conclusion: with a significance level of 5% it can be concluded that the residuals are normally distributed.

3.4 Non Heteroscedasticity Test

TABLE 5. Non Heteroscedasticity Test Table

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.859	1	87.859	3.169	.078ᵇ
	Residual	3382.494	122	27.725		
	Total	3470.353	123			

a. Dependent Variable: abs_res

b. Predictors: (Constant), knowledge

H0: Non-heteroscedasticity / Homoscedasticity (variance of constant residuals) H1: Heteroscedasticity (variance of the residuals is not constant)

5% significance level

Decision: Failure to reject H0 because X-value> 0.05

Conclusion: with an error rate of 5% it can be concluded that there is no heteroscedasticity in this case.

3.5 Descriptive Analysis

TABLE 6. A List Of Human Resources Quality Statements (X)

Knowledge Questions (X)	Answer Frequency (Ratio or %)				
	STS	TS	N	S	SS
1. You use technology in running your business	0 (0.000)	7 (0.056)	7 (0.056)	55 (0.444)	55 (0.444)
2. You understand technology in running your business	1 (0.008)	5 (0.04)	12 (0.097)	69 (0.556)	37 (0.298)
3. In terms of digital marketing knowledge, you have done it.	0 (0.000)	7 (0.056)	25 (0.202)	67 (0.540)	25 (0.202)
4. In the marketing process, all of your business promotions have used digital marketing.	1 (0.008)	11 (0.089)	31 (0.250)	59 (0.476)	22 (0.177)
5. Management of your business using technology assistance that keeps up with the times today.	0 (0.000)	8 (0.065)	8 (0.065)	67 (0.540)	41 (0.331)
6. Marketing is done with the help of today's technology.	0 (0.000)	6 (0.048)	11 (0.089)	66 (0.532)	41 (0.331)
7. In carrying out business management, it is in accordance with the skills you have.	1 (0.008)	3 (0.024)	16 (0.129)	80 (0.645)	24 (0.194)
8. In making promotions, they have followed the current digital marketing technology	0 (0.000)	9 (0.073)	17 (0.137)	72 (0.581)	26 (0.210)
9. The employees who manage your business already understand the digital marketing system.	0 (0.000)	10 (0.081)	26 (0.21)	65 (0.524)	22 (0.177)
10. In managing business activities, the employees have less than five years of experience.	0 (0.000)	19 (0.153)	52 (0.419)	42 (0.339)	11 (0.089)
11. In managing business activities the employees have more than five to ten years of experience.	4 (0.032)	25 (0.202)	45 (0.363)	38 (0.306)	12 (0.097)
12. You have extensive knowledge of your business operations.	0 (0.000)	3 (0.024)	27 (0.218)	60 (0.484)	34 (0.274)

Based on the above results, it can be concluded that in general the respondent's answer to the HR Quality statement (X) is 3.88 or between a scale range of 3 and 4 in other words the respondent answers between neutral to agree. And the respondent's answer score falls into the Good criteria.

The conclusion is that the quality of human resources in the Kepulauan Seribu mostly already understands the knowledge of technology and marketing with digital marketing in entrepreneurship and has managed their business by following current technology, this means that the residents of the Kepulauan Seribu are familiar with digital marketing

methods and their skills in managing a business is skilled and experienced, although the number of employees is still relatively small.

TABLE 7. List Of Small And Medium Enterprises (Ukm) Performance Statements (Y)

Business Size Questions (Y)	Answer Frequency (Ratio or %)				
	STS	TS	N	S	SS
1. The assets owned by your business are IDR 50,000,000 (Fifty Million Rupiah).	5 (0.040)	25 (0.202)	42 (0.339)	42 (0.339)	10 (0.081)
2. The assets owned by your business are IDR 500,000,000 (Five Hundred Million Rupiahs).	5 (0.040)	43 (0.347)	35 (0.282)	30 (0.242)	11 (0.089)
3. The assets owned by your business are IDR 300,000,000 (Three Hundred Million Rupiahs).	8 (0.065)	41 (0.331)	40 (0.323)	25 (0.202)	10 (0.081)
4. The building where your business is located is the property of your business.	0 (0.000)	12 (0.097)	27 (0.218)	66 (0.532)	19 (0.153)
5. The vehicle that you use in your business is included in the assets of your business.	0 (0.000)	23 (0.185)	23 (0.185)	60 (0.484)	18 (0.145)
6. Cash in the form of cash also includes the assets of your business.	0 (0.000)	14 (0.113)	22 (0.177)	71 (0.573)	17 (0.137)
7. Money from your business that is deposited in the Bank also includes assets from your business.	0 (0.000)	10 (0.081)	23 (0.185)	70 (0.565)	21 (0.169)
8. The deposits you have from your business also include your business assets.	0 (0.000)	19 (0.153)	35 (0.282)	58 (0.468)	12 (0.097)
9. You need labor (employees) in running your business.	1 (0.008)	14 (0.113)	14 (0.113)	58 (0.468)	37 (0.298)
10. You have less than 10 employees at your business.	5 (0.040)	23 (0.185)	33 (0.266)	52 (0.419)	11 (0.089)
11. You have less than 30 employees at your business.	6 (0.048)	33 (0.266)	40 (0.323)	36 (0.290)	8 (0.065)
12. You have employees at your business the maximum is 300 people.	9 (0.073)	51 (0.411)	43 (0.347)	15 (0.121)	6 (0.048)
13. Your operating income is from cash sales.	1 (0.008)	9 (0.073)	21 (0.169)	70 (0.565)	23 (0.185)
14. Your operating income is from cash sales.	2 (0.016)	10 (0.081)	21 (0.169)	68 (0.548)	23 (0.185)
15. The income from your business every day is the same as the previous days.	2 (0.016)	52 (0.419)	44 (0.355)	21 (0.169)	5 (0.040)
16. The income from your business each week is the same as the week before.	0 (0.000)	54 (0.435)	46 (0.371)	19 (0.153)	5 (0.040)
17. The income from your business each month is the same as the previous months.	0 (0.000)	52 (0.419)	49 (0.395)	18 (0.145)	5 (0.040)
18. The annual income from the business that you manage is IDR 30,000,000 (Thirty Million Rupiah).	2 (0.016)	29 (0.234)	58 (0.468)	29 (0.234)	6 (0.048)
19. The annual income from the business that you manage is between IDR 25,000,000 (Twenty Five Million Rupiah) to IDR 30,000,000 (Thirty Million Rupiah).	3 (0.024)	27 (0.218)	53 (0.427)	36 (0.290)	5 (0.040)
20. The annual income from the business that you manage is between IDR 25,000,000 (Twenty Five Million Rupiah) to IDR 50,000,000 (Fifty Million Rupiah)	5 (0.040)	24 (0.194)	53 (0.427)	32 (0.258)	10 (0.081)

Based on the above results, it can be concluded that in general the respondent's answer to the HR Quality statement (X) is 3.29 or between a scale range of 3 and 4 in other words, the respondent answers between neutral to agree. And the respondent's answer score falls into the Good criteria. The conclusion is that the performance of the Small and Medium Enterprises (UKM) residents of the Kepulauan Seribu has an average asset value of around Rp. 30,000,000 - Rp. 50,000,000 - with about 10 to 30 employees in managing their business, and the income obtained is mostly from cash and all income. the assets owned by all come from the results of the business. And based on the above conclusions and according to the type of business that has been described on the theoretical basis that most of the businesses of the Kepulauan Seribu population are small and medium enterprises.

3.6 Profile of research respondents Gender

In this study, the number of respondents was 100 inhabitants of the Kepulauan Seribu with 41 male respondents (41.1%) and 59 female respondents (58.9%). The proportion of respondents in this study was more women than men.
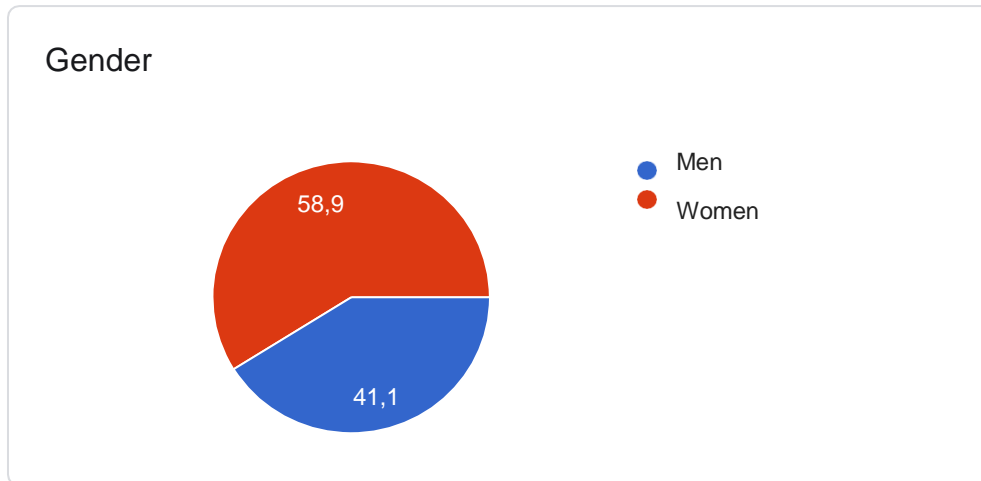

FIGURE 3. Respondents Gender [Source: Output Google Form]

3.7 Respondent Age

In this research the number of respondents was 100 residents of the Kepulauan Seribu, the age of the respondents in this research were residents aged 21-30 years (62.9%), 31-40 years (26.6%),> 40 years (10.5%). . From the picture, the ages of the population have different ages, with the majority being 21-30 years old. The people of the Kepulauan Seribu have a young age.
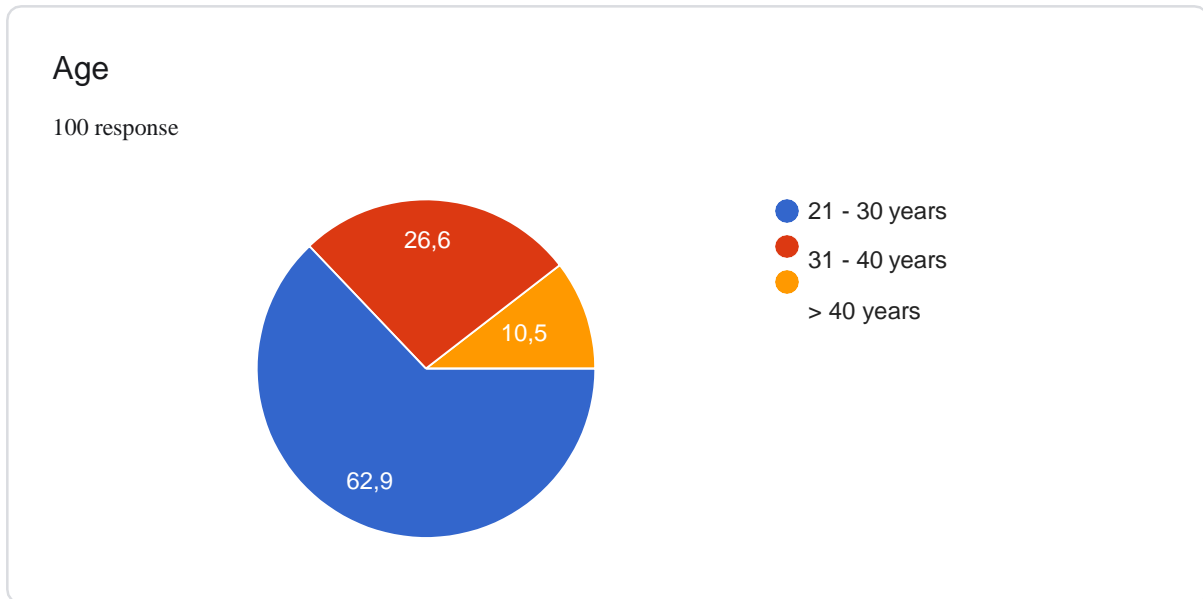
FIGURE 4. Respondent Age [Source: Output Google Form]

3.8 Educational Stage

In this research, the number of respondents was 100 residents of the Kepulauan Seribu. Based on the results of the analysis of 100 respondents, data was obtained regarding the education level of the respondents of the Kepulauan Seribu population with the latest education composition for high school 60 people (59.7%), graduates 23 people (22.6%) and Strata 2 17 people (17.7%). The most recent percentage of education from high school graduates is 60 people with the percentage (59.7%)
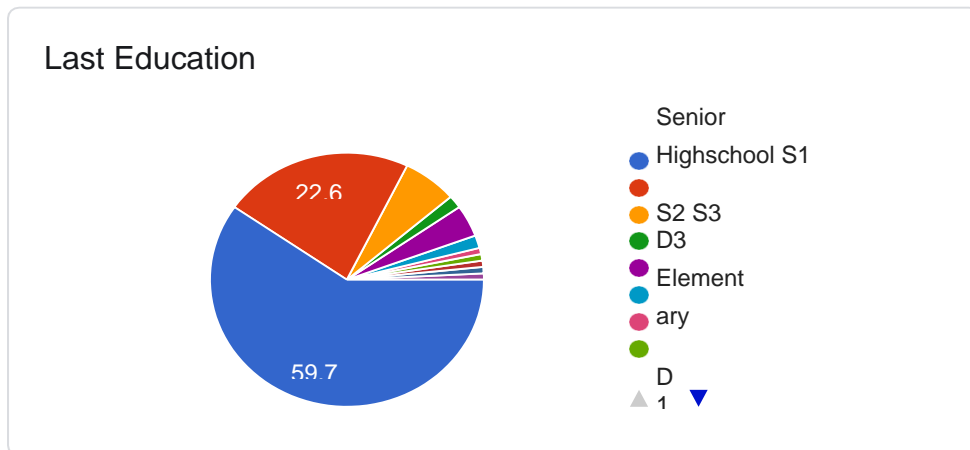

FIGURE 5. Respondents Educational Stage [Source : Output Google Form]

TABLE 8. Data Analysis Results, Simple Linear Regression Results And Model Parameter Estimation

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	35.132	5.115		6.868	.000
	Human Resources Quality (x)	.659	.109	.481	6.066	.000

Sources: Data processed 2020

Based on the results of simple linear regression calculations in the table above, a simple linear regression equation is obtained, that is $Y = 35.132 + 0.659 X$. From the above equation, it can be concluded as follows:

$35,132$ = if the quality of human resources (x) is 0 or

3.9 Coefficient of Determination (R square)

constant, then the performance of the Small and Medium Enterprises (UKM) will be worth 35,132. 0.659 = if the quality of human resources (x) has increased by one unit, the performance of UKM (Y) will increase by 0.659 times.

TABLE 9. Coefficient Of Determination (R Square) Model

			Summaryᵇ		
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.481ᵃ	.232	.225	8.19518	1.764

If only 1 independent variable is used, then use the R-Square output. So that in this case using R-Square of 0.232

= 23.2%, which means that the independent variable is able to explain 23.2% of the variation of the dependent

variable and the rest is explained by other factors not included in the model.

3.10 t Test Results

TABLE 10. *T* Test Table

Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.
		B	Std. Error			
1	(Constant)	35.132	5.115		6.868	.000
	Knowledge	.659	.109	.481	6.066	.000

Source : Output SPSS

3.11 Knowledge Variable

H0: the variable quality of human resources (x) has no effect on the variable performance of Small and Medium Enterprises (UKM) (Y)

H1: the variable quality of human resources (X) affects the variable performance of (UKM) (Y) With a significance level of 5%

Decision: Reject H0 because the x-value is <0.05

Conclusion: with a significance level of 5%, it can be concluded that the variable quality of human resources (X) has an effect on the variable performance of Small and Medium Enterprises (UKM) (Y).

3.12 Discussion

In this research using data obtained from the results of distributing questionnaires to 100 respondents, that is local residents of the Kepulauan Seribu, North Jakarta, based on the results of testing using the t test shows that the variable quality of human resources (X) affects the performance of Small and Medium Enterprises (UKM) (Y). Based on descriptive analysis that the quality of human resources in the Kepulauan Seribu already understands digital marketing business marketing, because in managing their business they have used

today's technology media, and their skills in managing the business are good, but in terms of managerial management they are still lacking, because in management is still minimal human resources or employees.

For the size of the business, the performance of Small and Medium Eneterprises in the Kepulauan Seribu is included in the small and medium-sized business group, because based on the respondents' answers, their income results are still in the range of IDR 30,000,000 to IDR 50,000,000 with a number of business employees between 10 and 30 people .Therefore, it can be concluded that the businesses of the Kepulauan Seribu population are still included in small and medium enterprises. However, it can be seen from the answers of the lowest respondents that their business income is not always the same every month, even in every year it is never the same, and most of their income is obtained in cash from the sale of the business, so that the assets they have now are also the result of business income.

Human Resource Quality Improvement Strategy

From the results of the above discussion, the quality of human resources in the Kepulauan Seribu is good and able to compete with residents outside

the island, but their business management is still lacking, this can be seen from the lack of employees in their business, so that in a systematic division of tasks and business management still not good. The strategies that need to be carried out by the local government are:

1. Provide basic knowledge in business management by providing training or work motivation in business management.
2. Developing digital marketing knowledge in the promotion of tourism objects and Small and Medium Enterprises of Kepulauan Seribu.
3. Creating innovative Small and Medium Enterprises (UKM) groups to make superior products typical of the Kepulauan Seribu, in order to bring in many customers.
4. Maintain the cleanliness and beauty of the island which is used as the center of tourist attraction, in order to attract tourists to always come.

Apart from that, from the results of the discussion on the size of the population of the Kepulauan Seribu, most of the sources of income for the population are from entrepreneurship, although the income they earn is not always stable every year, it is undeniable that the main livelihood for Kepulauan Seribu people is relying on small and medium enterprises. The strategies that need to be considered by the local government are:

1. Create a business assistance fund or capital assistance program to develop their business.
2. Maintain product excellence that has become the hallmark of the Kepulauan Seribu Small and Medium Enterprises (UKM).
3. Selling outside the island or between islands through online media, to increase the income of the residents of the Kepulauan Seribu
4. Facilitating a feasible and adequate business land to develop a business.

4. CONCLUSION

Based on the results of the answers of 100 respondents, that the quality of human resources of the Kepulauan Seribu population already understands the marketing process with digital marketing and follows current technology, and business management is in accordance with the skills of the population, although business management is still not good, due to the lack of employees. For the performance of the Kepulauan Seribu Small and Medium Enterprises (UKM) are classified as small and medium enterprises because based on respondents' answers, the income earned is in the range of IDR 30,000,000 to IDR 50,000,000 and the number of employees is around 10 to 30 employees. The thing that worries the population about the size of their business is that the income of the population is unstable every year, because all the assets they have are the result of the sale of their business. So it is necessary to have trainings to make innovations both from skills and knowledge in entrepreneurship.

So that in this case using R-Square of 0.232 = 23.2%, which means that the independent variable (HR Quality) is able to explain 23.2% of the variation of the dependent variable (UKM performance) and the rest is explained by other factors not included in the model and From the results of the t-test hypothesis, it is concluded that the quality of human resources (X) affects the performance of Small and Medium Enterprises (UKM) (Y).

ACKNOWLEDGMENT

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