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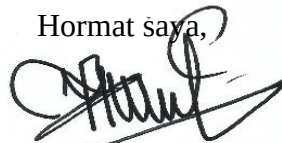
Puji syukur kami panjatkan kepada Tuhan Yang Maha Esa atas penerbitan Jurnal Aplikasi Manajemen, Ekonomi, dan Bisnis ini. Jurnal ini didedikasikan untuk menjadi sarana ilmiah dalam menyebarluaskan hasil penelitian, serta menjadi forum diskusi bagi para akademisi, praktisi, dan peneliti di bidang manajemen, ekonomi, dan bisnis. Kami berharap bahwa setiap artikel yang diterbitkan mampu memberikan kontribusi nyata bagi perkembangan ilmu pengetahuan dan aplikasi praktis di lapangan.

Dalam edisi ini, kami memuat beragam artikel yang mencakup studi kasus, studi empiris, dan kajian pustaka, dengan harapan setiap penelitian yang disajikan dapat memberikan solusi atas permasalahan dan tantangan yang dihadapi oleh masyarakat, dunia usaha, dan pemerintahan. Kami menyadari bahwa dinamika lingkungan bisnis dan ekonomi yang terus berkembang membutuhkan pendekatan yang adaptif dan inovatif, baik dalam pemanfaatan teknologi maupun dalam metodologi penelitian.

Kami juga berharap bahwa jurnal ini menjadi wadah bagi penyebaran ilmu pengetahuan dan menjadi sumber inspirasi bagi perkembangan teknologi serta metodologi baru. Kami mengucapkan terima kasih kepada para penulis, reviewer, dan semua pihak yang telah berkontribusi dalam proses penerbitan jurnal ini. Partisipasi dan komitmen dari berbagai pihak ini menjadi faktor utama dalam menjaga kualitas dan relevansi jurnal ini.

Akhir kata, kami berharap Jurnal Aplikasi Manajemen, Ekonomi, dan Bisnis dapat terus berkembang dan menjadi referensi bagi penelitian di bidang manajemen, ekonomi, dan bisnis. Semoga artikel-artikel dalam jurnal ini dapat bermanfaat dan menjadi kontribusi berarti dalam pencapaian solusi atas berbagai permasalahan serta pengembangan ilmu pengetahuan.bisnis.

Hormat saya,



Assoc. Prof. Muh. Amsal Sahban, Ph.D
Pimpinan Redaksi

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Analisis Kontribusi Sektor Pertanian terhadap Perekonomian Serta Permasalahan dalam Pengembangannya di Kabupaten Gowa

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Pengaruh Lingkungan Kerja, Pelatihan dan Pemberdayaan Sumber Daya Manusia terhadap Kepuasan Kerja Karyawan pada Hotel Mercure Kota Bengkulu

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ABSTRACTS

The purpose of this study was to determine how much influence the work environment, training and human resource empowerment have on employee job satisfaction at Mercure Hotel Bengkulu City. The research method used is an explanatory research approach. This research uses quantitative data. Data comes from distributing questionnaires to employees of Mercure Hotel Bengkulu City. The population of this study were all employees of Mercure Hotel Bengkulu City. The sample of this study was 45 permanent employees. The analytical tool used in this research is SPSS 22. The data analysis method used is multiple linear regression, t test and f test. The results of this study are; (1) Work Environment (X1) has a partial and positive effect on Employee Job Satisfaction (Y) Mercure Hotel Bengkulu City (2) Training (X2) has a partial and positive effect on Employee Job Satisfaction (Y) Mercure Hotel Bengkulu City (3) Human Resources Empowerment (X3) has a partial and positive effect on Employee Job Satisfaction (Y) Mercure Hotel Bengkulu City (4) Work Environment (X1), Training (X2) and Human Resources Empowerment (X3) on Employee Job Satisfaction at Mercure Hotel Bengkulu City (Y) together have a simultaneous influence.

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Pendahuluan

Globalisasi telah membawa perubahan signifikan terhadap bisnis hotel di Bengkulu. Perubahan besar menciptakan persaingan sengit antar organisasi, yang mengharuskan setiap organisasi berfungsi dengan sukses dan efisien. Kebahagiaan kerja karyawan mempunyai pengaruh yang signifikan terhadap kinerja perusahaan. Kepuasan kerja digambarkan sebagai sikap karyawan terhadap pekerjaan dipengaruhi lingkungan kerja, kolaborasi karyawan, penghargaan ditempat kerja, variabel fisik dan psikologis (Edy, 2019). Sikap terhadap pekerjaan ini hasil dari berbagai sikap spesifik individu terhadap aspek dalam pekerjaan, ikatan sosial individu diluar pekerjaan, sehingga melahirkan sikap individu secara menyeluruh terhadap pekerjaan (Indrasari, 2017).

Lingkungan kerja salah satu unsur mempengaruhi kepuasan kerja. Menurut (Herdiana & Yuniasih, 2020) lingkungan kerja dimana karyawan melakukan tugasnya sehari-hari. Lingkungan kerja terdapat kelompok dan berbagai fasilitas pendukung mencapai tujuan perusahaan (Junaidi, 2021). Menurut Jasmine & Edalmen (2020), Lingkungan kerja yang menyenangkan sangat penting bagi perusahaan karena mempunyai dampak signifikan terhadap senang atau tidaknya pekerja di tempat kerja. Suasana yang baik juga membuat karyawan merasa nyaman dan aman dalam bekerja. Lingkungan kerja mengacu pada semua faktor yang

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mempengaruhi kemampuan pekerja untuk melaksanakan pekerjaan tertentu mempunyai dampak terhadap kualitas pekerjaan yang dilakukan oleh karyawan. Suatu organisasi akan kesulitan mencapai tujuannya jika lingkungan sekitar tidak mencukupi, sehingga mengakibatkan rendahnya semangat kerja staf dan kepuasan kerja di perusahaan.

Selain lingkungan kerja, pelatihan dampak signifikan terhadap kepuasan kerja. Menurut Lodjo (2013) pelatihan adalah penyediaan fasilitas bagi karyawan untuk memperoleh pengetahuan dan kemampuan tertentu dan dapat diidentifikasi untuk diterapkan dalam pekerjaan mereka saat ini. Tujuan dari per tumbuhan dan pelatihan tidak hanya untuk mencapai keterampilan dan pemahaman tugas, tetapi juga untuk membangun dan meningkatkan pola pikir, sikap, dan perspektif yang lebih baik terhadap pekerjaan mereka, individu. Karyawan akan lebih memahami dan menguasai bidangnya jika dibekali program pelatihan yang sesuai dan disesuaikan dengan kebutuhan. Pelatihan dapat didefinisikan sebagai proses pembelajaran yang terdiri dari perolehan keterampilan, konsep dan aturan (Vonny, 2016).

Purnami & Utama (2019) Menyarankan bahwa pemberdayaan sumber daya manusia secara merata dan menyeluruh dapat meningkatkan kepuasan kerja karyawan. (Roswaty & Siddiq, 2019) pemberdayaan sumber daya manusia adalah proses peningkatan keberdayaan atau kemampuan seseorang dalam menyelesaikan masalahnya sendiri dengan menawarkan kepercayaan dan wewenang guna membangun rasa tanggung jawab terhadap suatu pekerjaan. Menurut Rahayu & Cahyono (2018) pemberdayaan karyawan memiliki dua bentuk: mendorong karyawan untuk menanggapi kekhawatiran terkait kualitas dan memberikan fleksibilitas kepada karyawan untuk bertanggung jawab atas ide, tindakan, dan hasil mereka. Kesimpulan Pemberdayaan sumber daya manusia adalah penciptaan kondisi dimana pegawai dapat memaksimalkan kemampuan dan bakatnya untuk mencapai tujuannya.

Perhotelan merupakan salah satu industri jasa yang perlu fokus pada sumber daya manusianya ketika menawarkan jasa. Hotel Mercure Bengkulu adalah hotel bintang empat di jantung kota Bengkulu fasilitas termasuk kolam renang luar ruangan, lounge bersama, teras, dan restoran. Bisnis perhotelan terus berkembang seiring dengan pertumbuhan jumlah hotel yang ada. Karena meningkatnya persaingan antar hotel di Bengkulu, Hotel Mercure Bengkulu telah bekerja keras untuk memberikan layanan dan fasilitas terbaik kepada pelanggan. Dalam skenario ini, kunci untuk menentukan apakah suatu perusahaan berkembang atau tidak adalah kepuasan kerja karyawan.

Metode Penelitian

Pendekatan penelitian yang digunakan adalah penelitian kuantitatif dengan menggunakan sifat penelitian eksplanatori yaitu faktor lingkungan kerja (X1), pelatihan (X2), dan pemberdayaan sumber daya manusia (X3) terhadap kepuasan kerja karyawan (Y). Partisipan dalam penelitian ini adalah seluruh pekerja Hotel Mercure Bengkulu. Sampel penelitian ini adalah 45 orang pekerja tetap Hotel Mercure Bengkulu. Metode sampel yang digunakan dalam penelitian ini adalah Purposive sample. Karyawan tetap yang memiliki riwayat kerja selama dua tahun dipertimbangkan sebagai sampel. Strategi pengumpulan data pada penelitian ini adalah dengan menyebarkan kuesioner kepada staf Hotel Mercure Kota Bengkulu, dimana peneliti akan mengumpulkan dan mengolah data tersebut. Penelitian ini menggunakan skala Likert untuk menilai hasil jawaban responden. Dalam skala likert, digunakan skor 1 s/d 5.

Hasil Penelitian dan Pembahasan

Uji Validitas

Memverifikasi validitas konstruk, bandingkan skor item pertanyaan dengan skor keseluruhan. Saat menghitung validitas menggunakan SPSS, keputusan Alpha ditetapkan sekitar 5% (0,05)

dan $n = 45$, karena uji instrumen dilakukan di 45 lokasi penelitian. Jika hasilnya $< 0,05$ dan positif maka indikator dianggap asli.

Tabel 1. Hasil Pengujian Validitas

Variabel	Sig	Keterangan
X1		
1	,002	Valid
2	,002	Valid
3	,000	Valid
4	,000	Valid
5	,002	Valid
6	,003	Valid
7	,004	Valid
8	,000	Valid
9	,001	Valid
10	,003	Valid
11	,000	Valid
12	,000	Valid
X2		
1	,001	Valid
2	,003	Valid
3	,000	Valid
4	,002	Valid
5	,000	Valid
6	,000	Valid
7	,000	Valid
8	,003	Valid
9	,004	Valid
10	,005	Valid
X3		
1	,000	Valid
2	,000	Valid
3	,000	Valid
4	,000	Valid
5	,000	Valid
6	,000	Valid
7	,000	Valid
8	,000	Valid
9	,003	Valid
10	,000	Valid
Y		
1	,000	Valid
2	,005	Valid
3	,001	Valid
4	,000	Valid
5	,003	Valid
6	,001	Valid
7	,000	Valid
8	,000	Valid
9	,004	Valid
10	,005	Valid

Sumber: Data diolah SPSS 22, 2024

Tabel diatas menunjukkan bahwa setiap item pertanyaan mempunyai nilai sig < 0,05 yang menunjukkan validitas.

Uji Reliabilitas

Tabel 2. Hasil Pengujian Reliabilitas

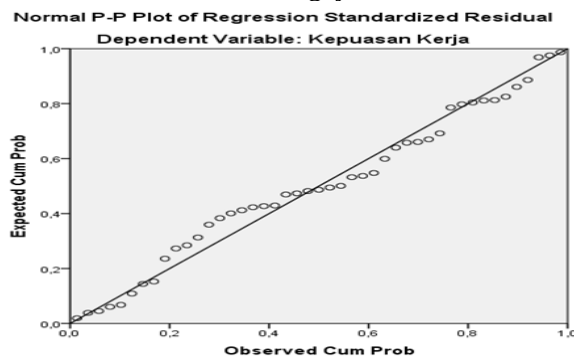
No	Variabel	AlphaCronbach	Alpha	Keterangan
1.	Lingkungan Kerja	,656	0,6	Reliabel
2.	Pelatihan	,670	0,6	Reliabel
	Pemberdayaan SumberDaya	,770	0,6	Reliabel
3.	Manusia			
4.	Kepuasan Kerja Karyawan	,658	0,6	Reliabel

Sumber : Data diolah SPSS 22, 2024

Nilai Cronbach alpha variabel > 0,6. Dengan demikian, Lingkungan Kerja (X1), Pelatihan (X2), Pemberdayaan Sumber Daya Manusia (X3), dan Kepuasan Kerja Karyawan (Y) reliabel.

Uji Normalitas

Gambar 1. Hasil Pengujian Normalitas



Sumber : Data diolah SPSS 22, 2024

Uji Normalitas pada gambar diatas menampilkan titik-titik mendekati diagonal. datanya terdistribusi normal.

Uji Multikolinieritas

Nilai Tolerance dan Variance Inflation Factor (VIF) digunakan uji multikolinearitas. Model regresi baik seharusnya tidak memiliki korelasi variabel independen. nilai Tolerance > 0,1 VIF < 10 bebas multikolinearitas.

Tabel 3. Hasil Pengujian Multikolinieritas

Collinearity Statistics	
Tolerance	VIF
,961	1,040
,968	1,033
,934	1,071

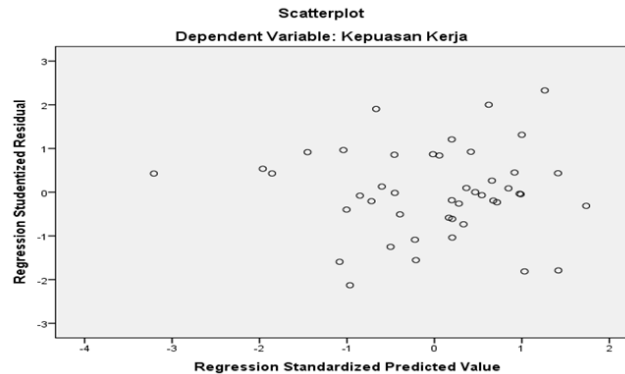
Sumber: Data diolah SPSS 22, 2024

Tabel diatas menunjukkan nilai toleransi Lingkungan Kerja Pelatihan Pemberdayaan Sumber Daya Manusia > 0,1, sedangkan VIF < 10, menunjukkan tidak ada satu pun variabel independen menunjukkan multikolinearitas.

Uji Heteroskedastisitas

Uji heteroskedastisitas menentukan apakah terdapat ketimpangan varians residu observasi satu dengan observasi lain. Penelitian diagram sebar. Grafik Scatterplot dibawah ini menampilkan hasil uji heteroskedastisitas:

Gambar 2. Hasil Pengujian Heteroskedastisitas



Sumber: Data diolah SPSS 22, 2024

Grafik di atas menunjukkan tidak adanya pola terlihat, titik-titik tersebar diatas dan dibawah angka 0 sumbu Y variabel bebas tidak mengalami heteroskedastisitas.

Analisis Regresi Linier Berganda

Tabel 4. Hasil Regresi Linier Berganda

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	,875	6,793		,129	,898
Lingkungan Kerja	,261	,090	,336	2,885	,006
Pelatihan	,370	,112	,382	3,287	,002
Pemberdayaan Sumber Daya Manusia	,253	,092	,324	2,742	,009

Sumber : Data diolah output SPSS 22, 2024

1. Nilai konstanta = 0,875, dengan asumsi jika Lingkungan Kerja (X1), Pelatihan (X2), dan Pemberdayaan Sumber Daya Manusia (X3) tetap Kepuasan Kerja Karyawan (Y) naik 0,875.
2. Nilai koefisien Lingkungan Kerja (X1) 0,261 asumsi Lingkungan Kerja bertambah satuan sedangkan Pelatihan (X2) dan Pemberdayaan Sumber Daya Manusia (X3) tidak berubah maka Kepuasan Kerja Karyawan (Y) naik 0,261.
3. Nilai koefisien Pelatihan (X2) 0,370 asumsi Pelatihan meningkat satuan sedangkan Lingkungan Kerja (X1) dan Pemberdayaan Sumber Daya Manusia (X3) tidak berubah Kepuasan Kerja Karyawan (Y) meningkat 0,370.
4. Nilai koefisien Pemberdayaan Sumber Daya Manusia (X3) 0,253, asumsi Pemberdayaan Sumber Daya Manusia satuan sedangkan Lingkungan Kerja (X1) Pelatihan (X2) tetap Kepuasan Kerja Karyawan Y naik 0,253.

Analisis Korelasi Berganda dan Koefisien Determinasi (R Square)Tabel 5. korelasiberganda dan koefisien diterminasi R²

Model Summary^b				
Model	R	RSquare	Adjusted R Square	Std.Error of theEstimate
1	,681 ^a	,464	,425	2,37577

Sumber : Datadiolah SPSS 22, 2024

Berdasarkan temuan beberapa uji korelasi SPSS. Koefisien korelasi berganda (R) 0,681. menunjukkan Lingkungan Kerja (X1), Pelatihan (X2), Pemberdayaan SumberDaya Manusia (X3) mempunyai hubungan kuat terhadap Kepuasan Kerja Karyawan (Y). Nilai koefisien terminasi R² = 0,425. menunjukkan Lingkungan Kerja (X1), Pelatihan (X2), Pemberdayaan Sumber Daya Manusia (X3) pengaruh 42,5% terhadap Kepuasan Kerja Karyawan (Y), dan sisanya dipengaruhi variabel belum diteliti.

Uji Hipotesis**1. Uji t / Parsial**

Tabel 6. Hasil UjiParsial

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std.Error	Beta	t	Sig.
1 (Constant)	,875	6,793		,129	,898
Lingkungan Kerja	,261	,090	,336	2,885	,006
Pelatihan	,370	,112	,382	3,287	,002
Pemberdayaan SumberDaya Manusia	,253	,092	,324	2,742	,009

Sumber : Datadiolah output SPSS 22, 2024

1. LingkunganKerja (X1), sig=0,006. Nilai signifikan <0,05 menolak Ho dan menerima Ha, menunjukkan Lingkungan Kerja (X1) mempunyai pengaruh secara parsial positif terhadap Kepuasan Kerja Karyawan (Y).
2. Pelatihan (X2) mempunyai tingkat signifikansi sebesar 0,002. Nilai signifikan <0,05 menolak Ho dan menerima Ha, menunjukkan bahwa Pelatihan (X2) mempunyai pengaruh secara parsial dan positif terhadap Kepuasan Kerja Karyawan (Y).
3. Pemberdayaan Sumber Daya Manusia (X3) 0,009. Nilai signifikan <0,05 menolak Ho dan menerima Ha, menunjukkan bahwa Pemberdayaan Sumber DayaManusia (X3) mempunyai pengaruh secara parsial dan positif terhadap Kepuasan Kerja Karyawan (Y).

2. Uji F (Simultan)

Tabel 7. Hasil Uji F

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	200,584	3	66,861	11,846	,000 ^b
	Residual	231,416	41	5,644		
	Total	432,000	44			

Sumber : Data diolah SPSS 22, 2024

Untuk menentukan apakah model dalam penelitian cocok untuk diterapkan. Model dianggap praktis jika nilai signifikansinya $< 0,05$, dan tidak layak untuk diteliti lebih lanjut jika nilai signifikansinya $> 0,05$. Tabel menunjukkan nilai signifikansi $0,000 < 0,05$ menunjukkan Lingkungan Kerja (X1), Pelatihan (X2), dan Pemberdayaan Sumber Daya Manusia (X3) berpengaruh terhadap Kepuasan Kerja Pegawai (Y) secara simultan.

Pembahasan

Pengaruh Lingkungan Kerja terhadap Kepuasan Kerja Karyawan pada Hotel Mercure Kota Bengkulu

Lingkungan Kerja (X1) mempunyai pengaruh secara parsial dan positif terhadap Kepuasan Kerja Karyawan (Y) pada Hotel Mercure Kota Bengkulu. Nilai koefisien Lingkungan Kerja (X1) 0,261 menunjukkan Lingkungan Kerja meningkat satu satuan Kepuasan Kerja Karyawan Y meningkat 0,261.

Lingkungan kerja mengacu pada semua faktor yang mempengaruhi kemampuan pekerja untuk melaksanakan pekerjaan tertentu, baik secara langsung maupun tidak langsung. Persepsi yang menyenangkan terhadap lingkungankerja membantu meringankan emosi monoton dan kebosanan dalam bekerja. Kenyamanan ini tentunya akan memberikan pengaruh terhadap motivasi staf dan kepuasan kerja. Sebaliknya, ketidaknyamanan karyawan di tempat kerja dapat menimbulkan dampak buruk, antara lain menurunnya motivasi kerja karyawan dan ketidakbahagiaan kerja sehingga mengganggu kinerja karyawan bekerja (Aruan & Fakhri, 2015). Karena lingkungankerja sehat dapat terbentuk melalui fasilitas sesuai dan hubungan kerja yang harmonis, untuk terus menilai ketersediaan fasilitas dan menciptakan kesempatan untuk bertemu bersama.

Berdasarkan temuan penelitian, penelitian ini sejalan dengan (Irma & Yusuf, 2020) Berdasarkan hasil penelitian dapat dinyatakan bahwa Lingkungan Kerja berpengaruh besar terhadap Kepuasan Kerja Pegawai Dinas Koperasi dan UMKM Kabupaten Bima.

Pengaruh Pelatihan terhadap Kepuasan Kerja Karyawan pada Hotel Mercure Kota Bengkulu

Pelatihan (X2) mempunyai pengaruh secara parsial positif terhadap Kepuasan Kerja Karyawan (Y) Hotel Mercure Kota Bengkulu. Koefisien regresi Pelatihan (X2) 0,370 berarti Pelatihan meningkat satuan Kepuasan Kerja karyawan (Y) meningkat 0,370

Pelatihan adalah proses pembelajaran di mana karyawan memperoleh keterampilan, konsep, aturan, atau sikap untuk meningkatkan kinerja mereka. Pelatihan untuk kepuasan kerja karyawan. Setiap karyawan harus bisa mendapatkan kenikmatan dari pekerjaannya. Pelatihan pegawai merupakan proses pemberian informasi, kemampuan, dan sikap tertentu kepada

pegawai agar dapat melaksanakan kewajibannya dengan lebih efektif dan sesuai standar.(Supatmi et al., 2016)

Berdasarkan hasil penelitian, penelitian ini konsisten dengan(Supatmi et al., 2016) Gagasan bahwa pelatihan mempunyai dampak langsung terhadap kepuasan kerjakaryawan diselidiki didukung oleh temuan uji regresi menunjukkan probabilitas (p) kurang dari 0,05 yang menunjukkan signifikansi. Hal ini menunjukkan bahwa pelatihan mempunyai pengaruh yang besar terhadap kepuasan kerja karyawan.

Pengaruh Pemberdayaan Sumber Daya Manusia terhadap Kepuasan Kerja Karyawan pada Hotel Mercure Kota Bengkulu

Pemberdayaan Sumber DayaManusia (X3) mempunyai secara parsial dan positif terhadap Kepuasan Kerja Karyawan (Y) pada Hotel Mercure Kota Bengkulu Hasil koefisien regresi Pemberdayaan Sumber DayaManusia (X3) 0,253, menunjukkan Pemberdayaan Sumber DayaManusia meningkat satuan Kepuasan Kerja karyawan (Y) meningkat 0,253

Pemberdayaan sumber dayamanusia proses menciptakan lingkungan dimana orang menggunakan kemampuan bakatnya mencapai tujuan Pemberdayaan SDM meningkatkan kepuasan kerjakaryawan dengan membuat karyawan penting bagi organisasi Begitu pula rendahnya pemberdayaan SDM memberikan pengaruh buruk terhadap kepuasan kerja pegawai.(Wongkar et al., 2018)

Berdasarkan hasil penelitian, penelitian ini konsisten dengan (Pareraway et al., 2018) Manajemen memberdayakan karyawan di PT.PLN Wilayah Suluttenggo mempunyai pengaruh cukup besar terhadap kepuasankerja. terlihat dari hasil uji thitung lebih tinggi dibandingkan dengan t tabel.

Pengaruh Lingkungan Kerja, Pelatihan dan Pemberdayaan Sumber Daya Manusia terhadap Kepuasan Kerja Karyawan pada Hotel Mercure Kota Bengkulu

Berdasarkan uji simultan nilai signifikan $0,000 < 0,05$ LingkunganKerja (X1), Pelatihan (X2), Pemberdayaan Sumber Daya Manusia (X3) semuanya berpengaruh secara simultan terhadap Kepuasan Kerja Pegawai (Y). Nilai koefisien terminasi $R^2 : 0,425$ LingkunganKerja (X1), Pelatihan (X2) Pemberdayaan Sumber Daya Manusia (X3) terhadap Kepuasan Kerja Karyawan kontribusi pengaruh 42,5%, sedangkan sisanya dipengaruhi variabel lain tidak diselidiki.

Penelitian ini sejalan dengan (Wongkar et al., 2018) Hasil uji regresi tabel Anova (AnalysisOfVariance) nilai signifikansi 0.000. angka probabilitas < dari 0.05 secara simultan LingkunganKerja Pelatihan Pengembangan SDM berpengaruh signifikan terhadap KepuasanKerja Karyawan PT. Bank Sulut Go.

Kesimpulan

1. Lingkungan Kerja (X_1) berpengaruh secara parsial positif terhadap Kepuasan Kerja Karyawan (Y) Hotel Mercure Kota Bengkulu. Kepuasan Kerja Karyawan Hotel Mercure Kota Bengkulu mengalami peningkatan ketika karyawan memiliki LingkunganKerja yang baik.
2. Pelatihan (X_2) berpengaruh secara parsial bernilai positif terhadap Kepuasan Kerja Karyawan (Y) Hotel Mercure Kota Bengkulu. metode pelatihan ditetapkan, materi pelatihan dan tujuanpelatihan, digunakan mempengaruhi kepuasan kerjakaryawan
3. Pemberdayaan Sumber DayaManusia (X_3) berpengaruh secara parsial bernilai positif terhadap Kepuasan KerjaKaryawan (Y) Hotel Mercure Kota Bengkulu. pemberdayaan sumber daya manusia efektif, adanya percaya antara anggota organisasi tercipta kondisi baik dapat meningkatkan kepuasan kerjakaryawan

4. Lingkungan Kerja (X_1), Pelatihan (X_2) dan Pemberdayaan Sumber Daya Manusia (X_3) terhadap Kepuasan Kerja Karyawan (Y) secara bersama-sama memiliki pengaruh secara simultan.

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Prediction Stock Price of Shanghai Pudong Development Bank with ARIMA and ARCH/GARCH Models

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ABSTRACTS

This research was conducted to predict stock prices from July 2024 to December 2024. The stock chosen for prediction was Shanghai Pudong Development Bank. The ARIMA and ARCH/GARCH models were used to make these predictions. The findings of this study revealed the ARIMA (3,1,3) model and the ARCH/GARCH (1,1) model. The ARCH/GARCH model was selected due to the heteroskedasticity present in the ARIMA (3,1,3) model. Applying the ARCH/GARCH (1,1) method resolved the heteroskedasticity issue, leading to more accurate stock price predictions.

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Introduction

Based on the findings of the literature review of The Shanghai Pudong Development Bank, an opportunity for original research emerges in utilising ARIMA analysis to forecast the stock price of Shanghai Pudong Development Bank. Notably, no prior studies have applied ARIMA analysis to the stock price of Shanghai Pudong Development Bank, thus indicating a gap in the existing literature that this study aims to address. The Shanghai Pudong Development Bank is a prominent entity in the economic sphere of China, particularly within the realm of green growth capacity assessment. In a study conducted by Zhao (2018), an evaluation index system was established for measuring green growth capacity, emphasising the critical roles of government support capabilities, corporate green capabilities, NGO supervision and guidance, public participation capabilities, and park output benefits. Among the four National New Districts examined, Pudong was identified as possessing the strongest green growth capacity, demonstrating the substantial influence of government support capabilities on overall green growth capacity.

In examining the historical evolution of banking establishments in Shanghai, Wang (2024) provides insight into the significance of the Shanghai Women's Commercial and Savings Bank, which was established by affluent women from 1924 to 1955. Despite facing constraints in terms of capital and operational reach, this institution served as a representation of the changing roles of Chinese women within the financial sector, promoting notions of financial autonomy and feminist principles. The active involvement of pioneering women in the Shanghai Women's Bank, supported by their elite social connections, played a pivotal role in shaping the institution's durability and public image, underscoring the intricate interplay of gender, finance, and history in Shanghai. Seiler et al. (2022) conducted a thorough examination of the effects of special economic zones (SEZs) on economic growth, focusing on the Pudong New Area Open Economic Zone in Shanghai as a case study. Their comprehensive analysis reveals that SEZs, exemplified by the one in Pudong, have played a pivotal role in enhancing GDP per capita growth and bolstering the overall economic landscape. These findings underscore the significance of policy instruments such as SEZs in fostering economic advancement and prosperity in regions similar to Shanghai.

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In summary, the literature reviewed sheds light on the diverse and complex role that the Shanghai Pudong Development Bank plays in shaping China's economic and financial landscape. From evaluating green growth capacity to exploring historical banking legacies, from analyzing the impact of Special Economic Zones on economic growth to examining the relationship between bank credit risk and asset pricing, and from studying the influence of digital transformation on bank systemic risk, these research papers offer valuable insights for both scholars and policymakers. The Shanghai Pudong Development Bank remains a pivotal player in driving economic growth, promoting innovation, and ensuring financial stability within China's ever-evolving financial industry. In today's interconnected global economy, there are growing concerns about the ramifications of financial institutions' interdependence on their operations. In a study conducted by Wang & Kang (2023), the relationship between financial interconnectedness and bank risk-taking in China from 2011 to 2020 was empirically examined. The findings of their research revealed that as financial interconnectedness increases, so does the propensity for banks to engage in riskier behavior. This underscores the importance of comprehending how financial networks impact banks' risk profiles and the broader implications for financial stability. Moreover, the study identified various factors, including digitization transformation, law enforcement, and regulation, that can help mitigate the potential risks associated with financial interconnectedness. This research underscores the need for a deeper understanding of the interconnected nature of financial institutions and the measures that can be taken to safeguard against potential risks in the financial system. s and bank risk-taking, providing valuable insights for policymakers and regulators.

Schwantes (2022) delved into the restoration of the Chinese Banking Hall situated within the exalted walls of the former HSBC Building in Shanghai, unveiling a meticulous study that delves into the intricacies of uncovering the original paint finishes adorning the hall. Through a careful examination of historical documentation and preservation challenges, the research sheds light on the cultural significance of the decorations while emphasizing the imperative nature of conserving such architectural treasures. This scholarly endeavor significantly contributes to the broader discourse on cultural heritage preservation and architectural history in Shanghai, underscoring the critical importance of safeguarding emblematic structures like the former HSBC Building for posterity.

In conclusion, the research papers examined offer valuable insights into a variety of aspects pertaining to the Shanghai Pudong Development Bank. These include financial interconnectedness, bank risk-taking, cultural heritage preservation, urban renovation, and flood risk analysis. By delving into these diverse topics, scholars can attain a well-rounded comprehension of the obstacles and possibilities confronting financial establishments, historical structures, urban populations, and coastal metropolises such as Shanghai. These discoveries stand to guide forthcoming academic investigations and policy-making endeavors aimed at fostering sustainable development and resilience within the evolving framework of Shanghai. Based on the findings of the literature review, an opportunity for original research emerges in utilizing ARIMA analysis to forecast the stock price of Shanghai Pudong Development Bank. Notably, no prior studies have applied ARIMA analysis to the stock price of Shanghai Pudong Development Bank, thus indicating a gap in the existing literature that this study aims to address.

Literature Review and Theoretical Background

The history of Shanghai Pudong Development Bank (SPD) is a topic of interest for researchers studying the development patterns of investment banks. Cheddadi et al. (2019) discuss the importance of different investment bank development patterns, highlighting the mixed pattern as a more businesslike approach that can help reduce risks and promote healthy competition within the financial system. This mixed pattern is particularly beneficial for a developing country like China, where an effective financial environment is crucial for sustainable growth. In a study by Klimevsová et al. (2009), the impact of bank credit on the growth of the Nigerian

economy is examined. The researchers found that while there was an insignificant short-run effect of bank credit on economic growth, there was a significant long-run effect. This highlights the importance of sustained investment in key sectors such as agriculture, manufacturing, and mining to drive economic development over time. The findings suggest the need for policies aimed at reducing interest rates and streamlining loan processes to encourage commercial farming and industrial growth in Nigeria. Tang (2019) delves into the establishment and spread of human populations in Morocco over the past 10,000 years, analyzing the relationship between population trends and landscape changes. The study reveals that lowlands were more strongly impacted by human activities during the Neolithic period, while mountainous areas showed less anthropogenic influence until around 4000 cal. BP. This research sheds light on the complex interactions between human populations and the environment, emphasizing the importance of considering regional differences in topography and climate when studying historical development patterns. Adebisi (2023) explores the formation of bud banks in a clonal herb species, highlighting the importance of plant establishment and growth phases in determining future vegetative regeneration. The study challenges existing hypotheses about bud responses to stress and substrate heterogeneity, suggesting that factors influencing bud-bank formation are more nuanced than previously thought. This research contributes to our understanding of plant life cycles and the mechanisms underlying clonal growth strategies in different environmental conditions. Overall, the literature reviewed provides valuable insights into the history of Shanghai Pudong Development Bank and its role in the broader context of investment banking, economic growth, and environmental interactions. By considering the findings from these diverse studies, researchers can gain a more comprehensive understanding of the historical development patterns shaping the financial landscape and its impact on sustainable growth. The history of Shanghai Pudong Development Bank (SPDB) is a significant aspect of China's financial landscape. As Shanghai transformed from a traditional labour-intensive industry to a service economy, the reuse of industrial heritage along the Shanghai waterfront has played a crucial role in reshaping urban cultural identity and promoting economic development (Luo & Cao, 2023). The development of community gardens in Shanghai has also contributed to urban renovation and neighbourhood relationships, enhancing the quality of local life and promoting a harmonious society (Ge et al., 2022). Furthermore, the spatial pattern of three-dimensional green volume (TDGV) in Lingang New City, Shanghai, reflects the quality and quantity of urban green space, with natural factors such as distance from water and land formation time significantly influencing its distribution (Zheng et al., 2021). In the context of weed species and their impact on crop yield, the genetic basis of early flowering in ruderal weeds has been studied using *Cardamine occulta* as a model. The impairment of the vernalisation response regulator gene FLC and a dominant mutation in the blue-light receptor gene CRY2 have been identified as genetic drivers for the establishment of a short life cycle in ruderal weeds, enabling them to dominate local populations and spread in East China quickly (L. Z. Li et al., 2023). Overall, these research papers provide valuable insights into different aspects of urban development, community engagement, environmental planning, and genetic adaptation. By understanding the historical context and evolution of institutions like SPDB, the impact of community gardens on local life satisfaction, the spatial distribution of green spaces in urban areas, and the genetic mechanisms of weed adaptation, researchers can gain a comprehensive understanding of the multifaceted dynamics shaping Shanghai's development. This knowledge can inform future research and policy decisions aimed at promoting sustainable urban development, preserving cultural heritage, and enhancing environmental quality in Shanghai and beyond.

Theoretical Framework

Stock price forecasting is a critical aspect of financial decision-making, with implications for investors worldwide. Various methods have been explored to predict stock prices accurately, including statistical time series models like ARIMA and neural network-based approaches such as LSTM. Chowdhury & Islam (2021) conducted a study to forecast the daily share

prices of companies listed on the Chittagong Stock Exchange using ARIMA models. The study involved selecting suitable ARIMA models based on autocorrelation tests, ACF, PACF, and other statistical metrics. The results indicated that the ARIMA model was effective in forecasting daily share prices. In a similar vein, (Bielskis & Belovas (2022) compared the performance of statistical time series (ARIMA, SARIMA) and neural network-based (LSTM) models in predicting stock prices of companies like Amazon, Apple, Google, Netflix, and Tesla. The evaluation was based on measures like MAE and MRE, highlighting the strengths and weaknesses of each approach. The study provided insights into improving forecasting methods for stock prices. Furthermore, Akhtar et al. (2022) focused on exchange rate prediction, utilising ARIMA and GARCH models to forecast USD/PKR currency exchange rates. In conclusion, the literature review highlights the diverse applications of ARIMA models in various fields, including transportation systems, epidemiology, seismology, and telecommunications. The studies reviewed support the hypothesis that ARIMA models can effectively predict trends and anomalies in time-series data, offering valuable insights for researchers and practitioners in their respective domains. Further research and advancements in ARIMA modelling techniques can enhance the accuracy and applicability of these models in addressing complex real-world problems.

Methodology

The stock price data of Shanghai Pudong Development Bank (SPD) was sourced from the Yahoo Finance website. It covers a period of 258 data points, from February 2003 to June 2024. The visualisation depicted below showcases the closing stock prices of Shanghai Pudong Development Bank in graphical form over the specified time period.

Fig 1 Close Stock Price Shanghai Pudong Development Bank (SPD)



Research models and variable definitions in ARIMA have been explored in various studies to enhance forecasting accuracy and provide valuable insights for researchers. (Ahorsu et al. (2021) focused on the factors influencing users in using electronic money, utilizing the Unified Theory of Acceptance and Use of Technology (UTAUT) as a research model. Independent variables such as performance expectations, social influence, and perceived values were considered, with actual use as the dependent variable. The study emphasised the importance of trust in electronic money usage, highlighting the need for system security to attract users. Mai & Tolson (2019), emphasised the significance of sensitivity analysis (SA) in model construction, particularly in environmental and water resources simulation models. The study introduced the Model Variable Augmentation (MVA) approach to assess the quality of SA results without additional model runs or bootstrapping. MVA proved to be effective in enhancing the reliability of sensitivity estimates, especially when applied to global SA methods like the Sobol' and PAWN analyses. On the other hand, Alfansi and

Daulay (2021) discussed the impact of COVID-19 on global economies and the need for accurate forecasting models to understand future occurrences. The study utilised the autoregressive integrated moving average (ARIMA) model to forecast the monthly consumer price index (CPI) in Kosovo. The ARIMA (3, 1, 2) projections indicated a potential rise in monthly CPI values, suggesting the implementation of health, political, and economic policies to mitigate the effects of the pandemic. Furthermore, Bunjaku et al. (2023) highlighted the design and evaluation of a variable chipping clearance cassava chipper for processors, emphasising the importance of operational speeds and chipping clearances in determining chipping capacity and efficiency. The study demonstrated the machine's average throughput capacity and chipping efficiency at different chipping clearances, providing valuable insights for processors. In conclusion, the research papers reviewed shed light on the diverse applications of research models and variable definitions in ARIMA, ranging from electronic money usage to environmental modelling and pandemic forecasting. By incorporating these insights into their research, scholars can enhance the accuracy and reliability of their forecasting models, contributing to advancements in various fields. The research question of interest in this literature review is the "Research model and variable definition in ARIMA." By combining these models, the researchers aim to capture both linear and non-linear patterns in the volatility time series, providing better predictions for investors interested in trading risk associated with highly volatile stocks like Tesla. Kumar & Middey (2023), investigate extreme climate indices and their association with environmental-meteorological parameters using a random forest-ARIMA hybrid model. The study focuses on the Vidarbha region in India and highlights the increasing severity of drought over the years, emphasizing the importance of accurate forecasting models for climate-related events. Pokou et al. (2024), discuss the hybridization of ARIMA with learning models for forecasting stock market time series. By considering a non-Gaussian framework with a Student's distribution for the random disturbance process, the researchers demonstrate the power of hybrid models in capturing stylized facts observed in financial time series analysis. Overall, the literature review of these research papers highlights the versatility and effectiveness of hybrid ARIMA models in various domains. These models offer a promising approach to improving forecasting accuracy by combining different techniques to capture complex patterns in time series data. Researchers can benefit from the insights provided in these studies to enhance their understanding of research models and variable definitions in ARIMA for their own investigations.

Result And Discussion

By analysing the data depicted in Figure 1 and utilising the software e-Views 12, one can extract the descriptive information pertaining to Shanghai Pudong Development Bank. This includes:

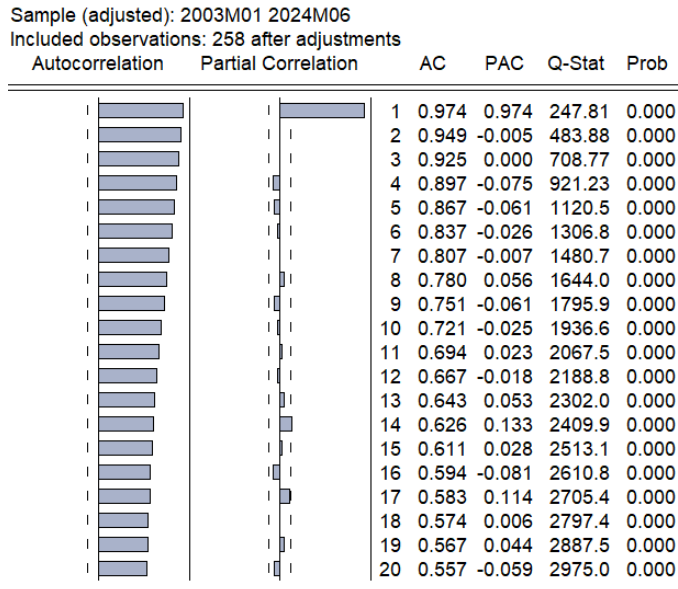
Table 1: Descriptive statistic from data stock price SPD

Variables	Mean	Std. Dev	Min	Max
Stock Price SPD	3,548	0.1736	1,172	13,366

The data presented in Table 1 show that the mean value is 7.599, with a median value of 7.419. Furthermore, the highest value for SPD stock is 13.366, while the minimum stock price is 1.172 from February 2003 to June 2024.

Model Autoregressive (AR)

The initial step in the analysis process involved constructing an Autoregressive (AR) model, which included testing the stationarity of the data. The findings are as follows:

Fig 2 Autocorrelation & Partial Correlation Test for Data Before Difference

Based on the data analysis from Figure 2, it is evident that the data is non-stationary because, based on the data analysis presented in Figure 2, it is apparent that the data exhibits non-stationarity, as evidenced by several key indicators. Specifically, the autocorrelation plot at the first lag falls outside Bartlett's line. It demonstrates an exponential or gradual decrease, with the potential to surpass Bartlett's line if continued, despite the shift of the bar chart to the left. Bartlett's line is delineated by dashed lines on both sides of the center line in both the autocorrelation and partial autocorrelation plots. The autocorrelation coefficient value can be observed as the AC value is significantly high at 0.974 (ranging from -1 to +1) and decreases gradually. The probability values from lag 1 to lag 20 are approaching zero, indicating values smaller than $\alpha = 5\%$. The next step involves conducting a Unit Root Test using the Augmented Dickey-Fuller test statistic. The results of the Unit Root Test are as follows:

Table 2 : Unit Root Test Before First Difference

	t-Statistic	Prob.*
Augmented Dickey-Fuller test statistic	-1.999811	0.5983
Test critical values :		
1% level	-3.994167	
5% level	-3.427407	
10% level	-3.137018	

*MacKinnon (1996) one-sided p-values

Based on the data in Table 2, the probability value of 0,2713 is greater than the value of $\alpha = 5\%$. Therefore, it can be concluded that the SPD stock closing prices data are still non-stationary. Based on the explanation above, it is known that if the data of SPD stock closing prices is non-stationary, the next step is to perform the differencing process on the SPD stock closing prices data. After the differencing process is carried out on the data, the results of the Unit Root Test are as follows:

Fig 3 The second phase of stationary testing

Sample (adjusted): 2003M02 2024M06

Included observations: 257 after adjustments

Autocorrelation	Partial Correlation	AC	PAC	Q-Stat	Prob
		1 -0.015	-0.015	0.0618	0.804
		2 -0.005	-0.005	0.0677	0.967
		3 0.092	0.092	2.3034	0.512
		4 0.059	0.062	3.2235	0.521
		5 -0.004	-0.001	3.2285	0.665
		6 -0.013	-0.022	3.2741	0.774
		7 -0.090	-0.104	5.4429	0.606
		8 0.055	0.049	6.2503	0.619
		9 0.008	0.014	6.2666	0.713
		10 -0.063	-0.043	7.3460	0.692
		11 0.008	0.008	7.3633	0.769
		12 -0.071	-0.083	8.7393	0.725
		13 -0.187	-0.190	18.295	0.147
		14 -0.043	-0.058	18.797	0.173
		15 0.063	0.089	19.885	0.176
		16 -0.182	-0.145	29.058	0.024
		17 -0.035	-0.026	29.406	0.031
		18 -0.059	-0.073	30.366	0.034
		19 0.062	0.056	31.431	0.036
		20 0.052	0.054	32.179	0.041

Based on the above data, it can be inferred that the probability value is greater than the value of $\alpha = 5\%$, thus indicating that the data for the first difference in SPD stock closing prices is stationary. Subsequently, the analysis proceeded with a Unit Root Test on the differential close price data of SPD.

Table 3 : Unit Root Test for data first difference in close price SPD

	t-Statistic	Prob.*
Augmented Dickey-Fuller test statistic	-16.19371	0.0000
Test critical values :		
1% level	-3.994310	
5% level	-3.427476	
10% level	-3.137059	

*MacKinnon (1996) one-sided p-values

Based on Figure 4, it is observed that the data difference level 1 for the closing price of SPD stock is stationary. This is evident from the Augmented Dickey-Fuller (ADF) test statistic, where the calculated probability value of 0.0000 is less than the significance level of 5%. After conducting the stationarity test, the next step was to build an AR(1) model using the e-Views 12 application. The processed data yielded the following results:

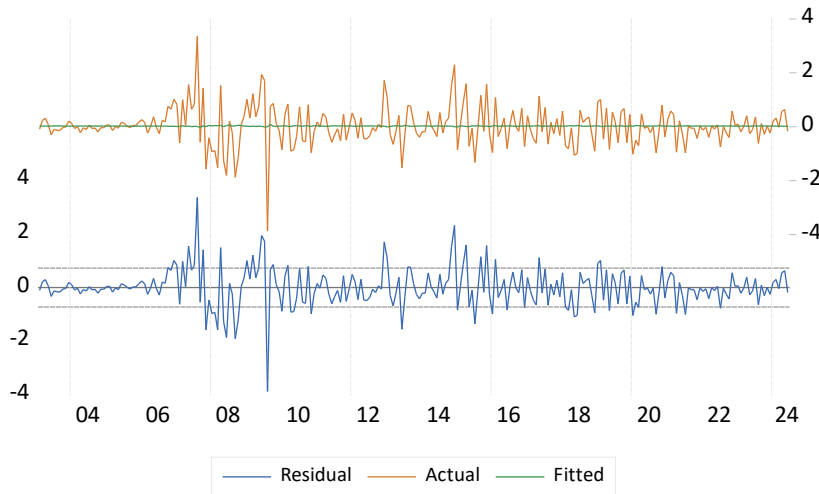
Table 4 : The results of the AR(1) analysis of the SPD stock price

Variable	Coefficient	Std.Error	t-Statistic	Prob.
C	0.025317	0.053184	0.476032	0.6345
AR(1)	-0.015065	0.051941	-0.290048	0.7720
AR(2)	-0.003344	0.048242	-0.069317	0.9448
AR(3)	0.091777	0.046933	1.955474	0.0516
Prob(F-statistic)	0.691252			
Akaike info criterion	2.199006			

Based on Table 4, it can be observed that the forecasting model that meets the requirements is the AR(3) model, as its probability value is equal to $\alpha = 5\%$.

Based on the analysis results in Table 4, it is known that the probability value of AR(1) is 0,7289, which is greater than the value of $\alpha = 5\%$. Therefore, it can be stated that the AR(1) model can be used as a predictive model for SPD stock prices. When observing the residual graph, it is as follows:

Fig 4 The residual model AR(1) graph for SPD stock prices



After analysing the AR(1) model, the next step involves performing a white noise test to determine whether the residuals are random. The results of the autocorrelation function for the AR(1) residuals are as follows :

Fig 5 White Noise Test for model AR(3) data stock price SPD

Sample (adjusted): 2003M02 2024M06

Q-statistic probabilities adjusted for 1 ARMA term

Autocorrelation	Partial Correlation	AC	PAC	Q-Stat	Prob
1	1	-0.021	-0.021	0.1198	
2	1	-0.002	-0.003	0.1211	0.728
3	1	0.003	0.003	0.1234	0.940

In Figure 5, the probability value is greater than $\alpha = 0,05\%$. Therefore, it can be inferred that the level-1 difference data for SPD stock closing prices is free from white noise.

Model Moving Average (MA)

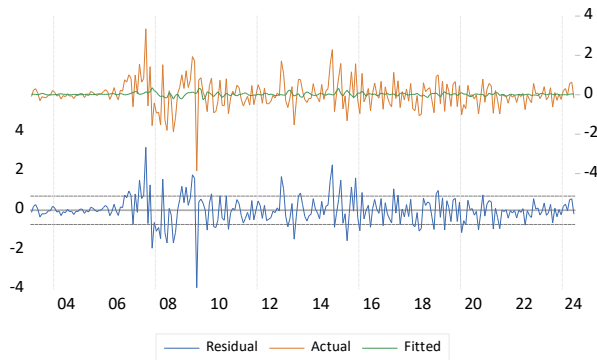
In the analysis process of the moving average (MA) model, it is similar to finding an AR(3) model. Since the stationarity test and unit root test have already been conducted in the analysis of the AR (3) model, the steps to create an MA model can be expedited. After processing the data in Figure 1 using the e-Views 12 application, the results for the MA model are as follows:

Table 5 : Model MA for Data Close Price Stock SPD

Variable	Coefficient	Std.Error	t-Statistic	Prob.
C	0.025365	0.052536	0.482810	0.6296
MA(1)	-0.030002	0.053828	-0.557365	0.5778
MA(2)	0.000273	0.049253	0.005553	0.9956
MA(3)	0.101069	0.047304	2.136606	0.0336
Prob(F-statistic)	0.645145			
Akaike info criterion	2.198024			

The MA(3) model is suitable for conducting forecasting processes, as its resulting probability of 0,0336 is less than $\alpha = 5\%$. For the residual graph of the moving average (MA), the following is presented. :

Fig 6 Residual graph of the moving average (MA)



Once it was determined that the MA(3) model was the best, the next step was to test for white noise, with the following results:

Fig 7 White Noise Test for model MA(3) data stock price SPD

Sample (adjusted): 2003M02 2024M06
Q-statistic probabilities adjusted for 1 ARMA term

Autocorrelation	Partial Correlation	AC	PAC	Q-Stat	Prob
1	0.023	-0.023	-0.023	0.1332	
2	-0.001	-0.001	-0.001	0.1335	0.715
3	-0.001	-0.001	-0.001	0.1336	0.935

Upon completion of all the analysis processes, including AR, Indifference, and MA, the best ARIMA model for this study is determined to be ARIMA(3,1,3).

Model ARIMA

The ARIMA model has been determined from the analysis of AR and MA components, resulting in the ARIMA(3,1,3) model. The analysis of the ARIMA model was further conducted using the software program E-Views 12, yielding the following results:

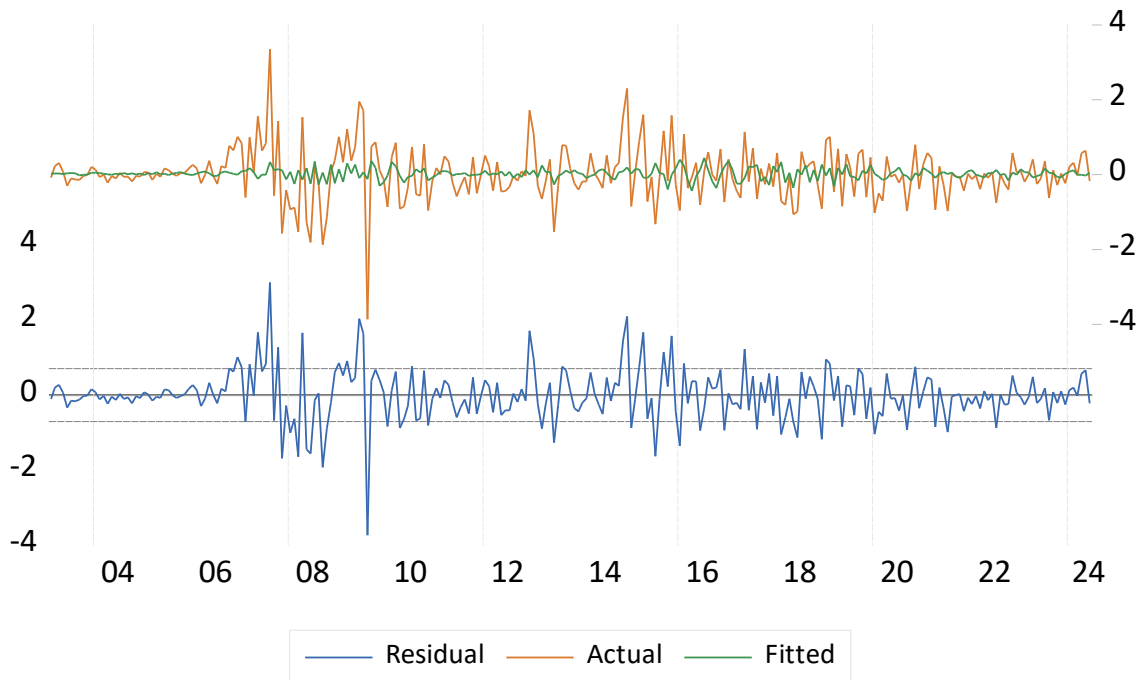
Table 6 : Model ARIMA(3,1,3)

Variable	Coefficient	Std.Error	t-Statistic	Prob.
C	0.025019	0.047666	0.524887	0.6001
AR(3)	-0.814207	0.082375	-9.884160	0.0000
MA(3)	0.933145	0.062004	15.04970	0.0000
SIGMASQ	0.490539	0.025847	18.97824	0.0000
Prob(F-statistic)	0.011946			
Akaike info criterion	2.160037			

Based on Figure 9, it is known that AR(3) and MA(3) models have probabilities smaller than $\alpha = 5\%$. Therefore, it can be concluded that the ARIMA(3,1,3) model can be used for predicting

the closing stock prices of SPD from July 2024 to December 2024. The next step is to examine the residual plot, with the following results:

Fig 8 Displays the residual graph of the ARIMA(3,1,3) model



Subsequently, the procedure was continued by conducting a white noise test, with the following results:

Fig 9 An examination of White Noise in the ARIMA(3,1,3) model

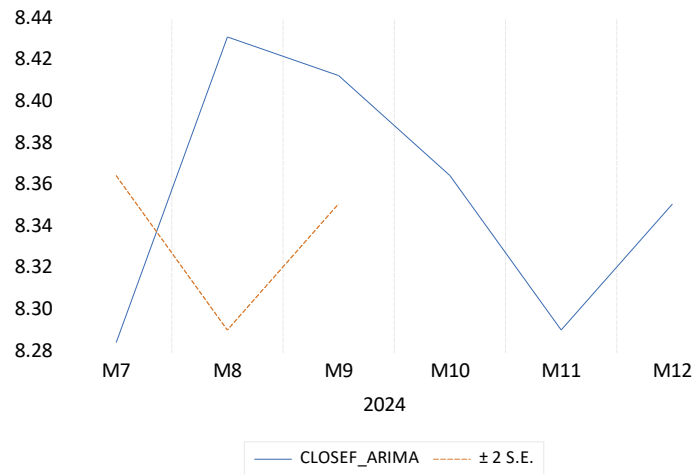
Sample (adjusted): 2003M02 2024M06

Q-statistic probabilities adjusted for 2 ARMA terms

Autocorrelation	Partial Correlation	AC	PAC	Q-Stat	Prob
1	1	-0.018	-0.018	0.0833	
2	1	-0.002	-0.002	0.0840	
3	1	0.013	0.013	0.1290	0.719

In Figure 9, it is shown that the probability value is greater than the value of $\alpha = 5\%$. Therefore, it can be stated that the ARIMA(3,1,3) model no longer has white noise. For the prediction of SPD stock closing prices from July 2024 to December 2024, the following can be observed:

Fig 10 Forecasting the Closing Price of SPD Stock using the ARIMA(3,1,3) Model



In Figure 12, the forecasted closing prices of SPD stock from July 2024 to December 2024 can be observed. The data for the predicted stock closing prices of SPD can be found in the following table:

Table 7 : The predicted closing prices of SPD stock with model ARIMA(3,1,3)

No.	Month	Prediction of SPD's Stock Price
1.	July 2024	8,29
2.	August 2024	8,43
3.	September 2024	8,41
4.	October 2024	8,37
5.	November 2024	8,29
6.	December 2024	8,35

Furthermore, the stock price graph of SPD, along with the stock price predictions, are as follows:

Fig 11 The closing price of SPD shares, along with a forecast of future stock prices



Heteroskedasticity Test

After conducting various analyses such as AR, MA, and ARIMA, the question arises whether the ARIMA model with parameters (3,1,3) is free from heteroskedasticity. To address this, a heteroskedasticity test analysis was performed on the ARIMA(3,1,3) model using the EViews 12 application, with the following results:

Table 8 : The outcome of the Heteroskedasticity Test on the ARIMA(3,1,3) model

F-Statistic	Obs R ²	Prob. F	Prob. Chi-Square
5.869620	16.71339	0.0007	0.0008

Based on the data in Figure 14, it can be observed that the probability value of F is 0.0007, which is smaller than the significance level of $\alpha = 5\%$. Therefore, we can conclude that the ARIMA(3,1,3) model still exhibits heteroskedasticity. Consequently, it is necessary to further transform the ARIMA(3,1,3) model into an ARCH/GARCH model

Mechanism ARCH/GARCH Model

The method Autoregressive Conditional Heteroskedasticity (ARCH) and Generalized Conditional Heteroskedasticity (GARCH) is a technique for forecasting time series data containing heteroskedasticity elements. For the source model to be derived from the ARIMA (3,1,3) model, followed by data processing utilising ARCH/GARCH analysis through the Eviews 12 application, the resulting ARCH/GARCH model will appear as follows:

Table 9 : Output model ARCH/GARCH, ARIMA and AIC

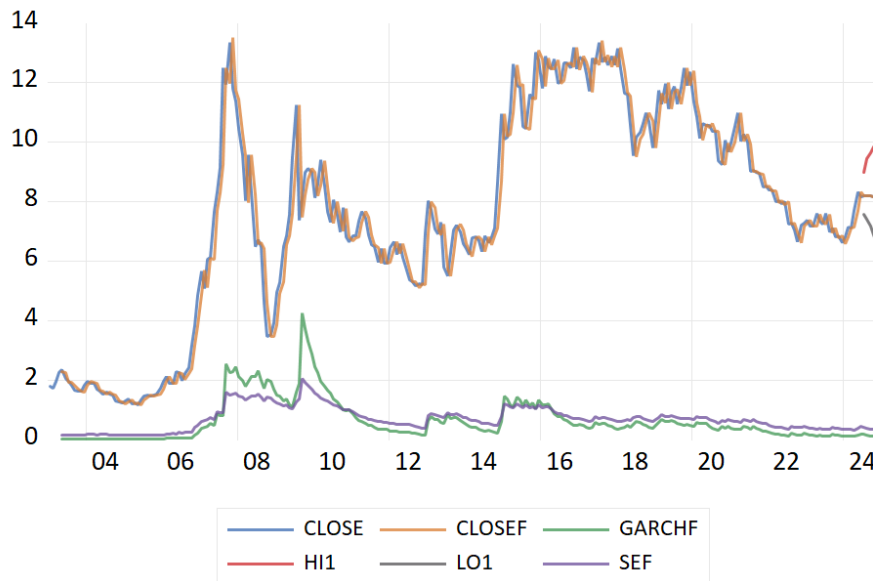
Model ARCH/GARCH	Model ARIMA	Akaike Info Criterion (AIC)
(1,1)	(3,1,3)	1.751422
(1,0)	(3,1,3)	2.021476

In the analysis of ARCH/GARCH, two models are used to find the best model, namely ARCH/GARCH(1,0) and ARCH/GARCH(1,1). The Akaike Information Criterion (AIC) values are considered to determine which model is the best. The model ARCH/GARCH(1,0) has an AIC value of 2.021476, while the model ARCH/GARCH(1,1) has an AIC value of 1.751422. Since the model ARCH/GARCH(1,1) has the lowest AIC value, it is considered the best model for forecasting. However, before predicting the stock prices of SPD, a Heteroskedasticity Test is conducted once again to ensure that the ARCH/GARCH(1,1) model is indeed appropriate. The results are as follows:

Fig 12 Heteroskedasticity Test for model ARCH/GARCH(1,1)

F-Statistic	Obs R ²	Prob. F	Prob. Chi-Square
6.673348	18.81893	0.0002	0.0003

Following the heteroskedasticity test, the subsequent step involves creating a graph predicting the closing price of SPD stock from July 2024 to December 2024. The graph is presented as follows:

Fig 18 Prediction of Stock Price for SPD using ARCH/GARCH(1,1) Model

The data table for the prediction of SPD stock prices from July 2024 to December 2024 with model ARCH/GARCH(1,1) is as follows:

Table 10 : The predicted closing prices of SPD stock with model ARCH/GARCH(1,1)

No.	Month	Prediction of SPD's Stock Price
1.	July 2024	8,18
2.	August 2024	8,21
3.	September 2024	8,18
4.	October 2024	8,17
5.	November 2024	8,14
6.	December 2024	8,14

Conclusion

The conclusion drawn from this research is that in order to obtain stock price predictions, one must go through several stages of analysis. The first step is to gather historical stock price data as well as external factors that may influence it. Following that, technical and fundamental analysis is conducted to identify price trends and potential factors affecting stock movements. By conducting various analyses, it is hoped that more accurate predictions regarding future stock prices can be obtained. Predicting stock prices requires ARIMA and linear regression analysis to evaluate historical data and create prediction models. Additionally, market sentiment analysis and global economic factors must also be considered in the prediction process. Through the use of comprehensive analysis methods, investors can make better investment decisions and minimise losses in volatile stock markets. In conclusion, stock price prediction is a crucial step in an effective investment strategy and must be done carefully and meticulously. In addition to ARIMA, the use of ARCH/GARCH analysis can be employed to address market volatility and account for heteroskedasticity effects in financial data. By utilising the right combination of analysis methods, investors can enhance the accuracy of stock price predictions and optimise their investment portfolios. Therefore, it is important for investors to continuously develop their knowledge and skills in market data analysis in order to make better investment decisions and generate optimal profits.

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Social Networking Sites and Performance of Small and Medium Enterprises: Evidence from OYO State, Nigeria

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ABSTRACTS

Social networking sites play a significant role in the performance of small and medium enterprises (SMEs), particularly in terms of enhancing productivity and profitability. Also, there's little evidence linking social media sites with performance of SMEs within emerging economies like Nigeria. This study provides empirical evidence on how SMEs utilize social networking sites to enhance their performance and competitiveness. The population of the study consisted of SME owners and managers within Ibadan metropolis in Oyo State. The sample size is made up of 385 respondents. Data was obtained using a structured questionnaire while purposive sampling method was employed in the study. Data analysis was done using descriptive statistics while multinomial regression was used to test the hypothesis formulated. The findings revealed that social networking sites have a positive significant ($p < 0.01$) influence on the performance of small and medium enterprises in Oyo state, Nigeria. These findings underscore the importance of leveraging social networking platforms as strategic tools for enhancing the performance and competitiveness of SMEs in the study area. The study therefore recommends the need for business owners to incorporate social marketing sites into their business strategy for sustainable business growth and performance in this digital age.

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Introduction

The importance of small and medium enterprises (SMEs) cannot be overstated, as they play a pivotal role in driving economic growth. SMEs are often regarded as the lifeblood of any economy. The role of small enterprises in generating wealth, jobs, and sustainability has also been acknowledged (Gbandi & Iyamu, 2022). Many business owners are seeking different strategies to enhance their company's performance due to the lackluster results seen in numerous SMEs (Bahl & Kesharwani, 2020). One notable trend is the increasing number of small and medium-sized enterprises embracing social media platforms. Small and medium-sized enterprises are finding social media to be an effective tool for connecting with their customers, promoting their products or services, and reaching their desired audience. It's a user-friendly platform that offers convenience and accessibility. It is important to note that small and medium-sized enterprises (SMEs) utilise social media for various reasons beyond marketing. Social media has proven to be an invaluable tool for generating leads, building

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brand awareness, and providing top-notch customer service (Akhtar et al., 2023). Many small and medium-sized enterprises find it valuable to use this communication tool to share information about offers, discounts, promotions, order processes, and essential steps in the sales process.

Social media communication channels such as Blogs, Facebook, Instagram, TikTok, Twitter, LinkedIn, WhatsApp, Telegram, Myspace, YouTube, and Vimeo have gained widespread recognition and acceptance among SMEs as essential tools for gaining a competitive edge, particularly in well-developed economies (Mohammed & Hussaini, 2024). Networking sites are now a central driving force in the day-to-day activities of SMEs and are recognized as a crucial tool for fostering business expansion and enhancing the performance of small and medium enterprises (Talaue et al., 2018).

Despite the significant contributions that small and medium-sized businesses make to economic development and expansion, they often encounter challenges from competition that hinder their progress. This situation has compelled marketers, lawmakers, entrepreneurs, and SMEs themselves to explore alternative strategies to access their target markets and foster client loyalty. Social networking sites have been considered a way to influence many aspects of consumer behaviour, especially in small and medium-sized enterprises, to effectively retain customers (Gbandi & Iyamu, 2022).

Examining the impact of social networking sites on the performance of small and medium enterprises holds significance from various angles. The results of this study will enhance comprehension of SME performance by offering insights gleaned from existing literature on the subject, particularly regarding the influence of social networking sites. Furthermore, the study will provide an explicit explanation of how SMEs' performance is built through social networking sites. It will also help professionals in the fields of marketing, entrepreneurship, and business administration to know how best to combine social networking sites and inform business owners and managers on the choice of social networking sites that help in the performance of SMEs.

Based on the objective of this study, the null hypothesis to be tested in this study is formulated below:

H_{01} : There is no significant relationship between social networking sites and the performance of SMEs.

Literature Review

Conceptual Review

Social Media

Social media is a term used to describe a group of web applications that facilitate the production and sharing of user-generated content. The technological and intellectual foundations of Web 2.0 serve as the foundation for these programmes (Eze et al., 2021).

According to Appel et al., (2020), electronic messaging is a type of communication where individuals create online groups to share ideas, knowledge, messages from friends, and other things. Tajvidi and Karami (2021), viewed social media as a platform where individuals and groups of businesses engage solely for the aim of addressing specific requirements.

Social media will be referred to for the sake of this study as an online platform where people and businesses engage with one another to influence others, disseminate information, or express one's feelings to fulfill a predetermined objective.

Social Media's Functions

Wide-ranging social media functions have become indispensable in the day-to-day business activities. Among the various roles that social media plays, the following are the most notable and significant ones (Palla & Sheikh, 2021; Juliana et al., 2021; Gbandi & Iyamu, 2022).

- (i) Communication: Social media, albeit still a relatively new phenomenon, has emerged as one of the most powerful tools for communication ever.
- (ii) Cooperation: There is an amazing level of teamwork. Nearly all Internet users these days participate in social media conversations, blogging, Google Talk hangouts, and other activities daily. Responding to each other's posts, which may or may not incorporate multimedia, allows members of an open or closed community to converse with one another.
- (iii) Education: The third major goal of social media is to inform the public. Using social media, the entire community organization is transformed into an international classroom. Social media has made it possible to hold virtual classes anywhere in the world. The use of technology in social media enables the best resources in the world to be made accessible to all interested parties.
- (iv) Engagement: By indulging them in some capacity, every employee of the company can be held equally accountable. Such a process not only boosts their spirits but also opens the way for them to feel like a part of the team and generate more innovative ideas to improve the effectiveness of the company at any given time.
- (v) Monitoring: Another essential social media feature is monitoring. It provides an accurate picture of the situation in real-time. For example, Google Analytics offers an accurate view of the total number of visitors at any one time.

Social Networking Sites

Twitter, Facebook, and other networking sites have virtually become a part of every aspect of modern culture. Even, individuals who do not create an account or use the internet regularly still become aware, through others what information is available on these social media platforms. The social networking site's user list primarily distinguishes the two. User lists are frequently based on weak linkages, poor relationships, and even weak family and work ties. It is still feasible to do this, but many social networking services forbid users from adding connections they are unaware of. Social networks at first offered a fantastic opportunity to expand your network. The majority of political action, according to research, is done to promote already held beliefs, yet social networking sites are still widely used, in part because users desire to interact with others who share their interests in these platforms as it allows people to express their political or social ideas in a public setting. An increasing number of people are utilising networking websites to find spouses, but they are also using these sites to make friends and find activity partners (Palla & Sheikh, 2021). They are also using these websites to advertise their businesses by bringing them to the public's attention and encouraging sales success. To advertise their success, some people use websites.

Social networking sites has become a popular tool among entrepreneurs to draw in and keep clients to grow and sustain small businesses. The internet age has brought consumers and business professionals closer together, fostering a community of interest. In light of the aforementioned, entrepreneurs are utilising social media platforms to advertise their brands. Social media, according to Abubakar et al., (2022), is content that is shared via social interactions. According to Adegboye and Aghodaro (2021), social media is a group of web applications that support the tenets and philosophy of Web 2.0 and encourage the creation and sharing of ideas. According to Gbandi and Iyamu, (2022), social media can also refer to the ideas, attitudes, and actions of people who communicate online and exchange information that supports their ideologies. Bakri, (2017) found that social media use improves products and services, particularly customer service and client connections. It also affects SMEs' competitive

edge. Ihechu et al., (2022) found that social media platforms including YouTube, Instagram, Snapchat, and Twitter are helpful for public relations. The researcher also found that these platforms have an impact on SMEs in Kuwait.

Small and Medium Enterprises

SMEs are a true resource for the growth and development of the economy. They are crucial to promoting prosperity since they provide new jobs and advance the economic development of an area (Tajvidi & Karami, 2021; Maksimov et al., 2017). Because of their importance, governments in both developed and developing nations see small businesses as a means of creating wealth, fostering innovation, and creating jobs (Bahl & Kesharwani, 2020). The development of products and services depends heavily on small enterprises. It creates jobs more cheaply, particularly in the rapidly growing service sector. In developing countries, SMEs account for almost 50% of all employment (Lorenz & Pommet, 2021). SMEs have demonstrated their ability to reduce poverty in addition to creating jobs, especially in emerging nations like Nigeria. SMEs play a major role in the growth of any economy (Eze et al., 2021). Small and medium-sized enterprises remain a major driver of Nigeria's economic growth (Etuk et al., 2014). Except for Nigeria, they account for 60–70% of all employment opportunities worldwide each year (Appel et al., 2020). Mohammed and Hussaini, (2024) defined small enterprises as those that employ between ten and forty-nine people and have total assets (not including land and buildings) of more than five million naira but not more than fifty million naira. Conversely, medium-sized enterprises are those that employ between fifty and ninety-nine people and have total assets (not including land and buildings) of more than fifty million but not more than fifty hundred million naira. The contributions provided by SMEs have had a significant positive impact on the social and economic development of emerging countries.

Small enterprises can efficiently reduce resource consumption and migration from rural to urban areas by processing local raw materials without the requirement for advanced technologies (Kakumbi & Phiri, 2022). In addition to providing the government with revenue in the form of various taxes, SMEs mobilise and utilise domestic savings, which reduces production costs and increases industry efficiency (Ajakaiye et al., 2015). It is commonly believed that small businesses are accelerating the achievement of broad socioeconomic objectives, including poverty alleviation, job creation, and wealth development. In addition to providing a platform for the training of indigenous entrepreneurs, SMEs are essential in reducing poverty and inequality among the populace since they employ both skilled and unskilled workers, providing a means of subsistence for those who labour. Gbandi & Iyamu, (2022) assert that the secret to any small- or medium-sized business's success is entrepreneurship. Small businesses are essential to both developed and developing economies because they increase competition and innovation, improve living standards for the general public, and make a substantial contribution to capital formation. The government has implemented many stand-alone initiatives to support small business growth and development.

Roles of Small and Medium Enterprises in Economic Development

The significance of SMEs has been acknowledged by Nigeria and other developing countries. As per the findings of Abubakar et al., (2022), and Bahl and Kesharwani, (2020), small and medium-sized enterprises have contributed to the economic development of Nigeria using the following:

Building Capacity: Native business owners who drive the process of wealth creation at all sizes can receive education from SMEs. The origins of entrepreneurship can be traced back to small businesses, where aspiring business owners create, develop, and introduce new projects that would employ willing labourers. Thus, ambitious business owners that are enthusiastic about their organisation are enabled by SMEs through capacity building.

Creation of jobs: SMEs can create jobs because of their labor-intensive operations. Labor-intensive implies that they are far busier than large corporations with well-established organisational structures. It has been shown that SMEs generate more jobs globally than huge enterprises for every unit of investment capital and energy. Consequently, small businesses have aided numerous nations in resolving their unemployment problems.

Economic Growth: In a similar vein, SMEs by definition support the production of goods from the procurement of raw materials to the finished product. This is why tiny businesses can be found almost everywhere in most countries. Unlike the large corporations prevalent in urban areas, small enterprises can be found where farmers deliver their produce directly to them.

Industrial Dispersal: Because of their adaptability and people-friendly nature, small and medium-sized firms (SMEs) are well-suited for rural regions. Because small businesses are locally owned and operated, their employees choose to stay in that area. To assist in providing services to the clients, some even went so far as to recruit the support of their spouses or friends.

Links going both ways: Large organisations employ semi-processed commodities produced by small enterprises in their entirety. They create industrial bridges in this way that help local raw material suppliers as well as large industries. Industrial and technological development: SMEs have a lot of potential for a quick payback on investment and a brief life. They also provide hopeful alternatives for countries looking for fast cures for industrial development. Most of the time, the technology in use makes this possible.

Technological Acquisition: Small enterprises have greater opportunities for the transfer of technology and the development of local expertise through adaptation. Nigeria, for instance, has used the phrase "manufactured in Ababa goods" to bolster its efforts to acquire and incubate technology that adds value to locally produced goods rather than those that are imported. Reducing poverty: SMEs play a critical role in lowering social inequality as well as poverty. Furthermore, small enterprises provide more opportunities for the community to generate revenue by hiring both skilled and unskilled individuals.

Creation of wealth: SMEs strengthen the economies of the countries in which they do business. Because SMEs create jobs and wealth for their owners, they give individuals a sense of empowerment. Workers at small and medium-sized enterprises (SMEs) receive payment for the services they render to customers, which enables them to become independent and supports them in pursuing other demands that will improve their standard of life. Promotion of local entrepreneurship and technological innovation: Supporting rural industry is one of the primary ways small and medium-sized businesses contribute to economic development. SMEs are the backbone of any growing economy because they promote the social and economic development of rural communities.

Distribution of income: SMEs generate income for the people and the nation as a whole because of their many economic benefits. This is achieved by assisting individuals in locating paid employment that will bring in money for the government. Small enterprises not only assist the government raise money, but they also contribute to better income distribution and an increase in the standard of living for all workers. Export Promotion: The backing of large corporations facilitates export promotion. Because of this, contemporary SMEs rely on one another to survive. They supply the raw resources required by large corporations, which they subsequently export to other entities. However, increased demand for raw materials makes it possible for businesses to produce goods on a big scale, which in turn drives down prices to entice customers to make purchases.

SMEs' Benefits of Using Social Networking Sites

Social networking sites helps SMEs achieve their objectives and boost sales, profitability, and productivity, among other benefits (Palla & Sheikh, 2021). Several studies (Kazungu et al., 2017; Soelaiman & Ekawati, 2022; Veseli-Kurtishi, 2018) have demonstrated the use of social networking sites in marketing strategies intended to support the achievement of organisational goals. To operate a potent new information and sales channel with enhanced geographic reach to inform and promote their businesses and products, SMEs can establish a company media group where they list their products and services, history, business philosophy, job opportunities, and other information of interest to current and potential customers (Tajvidi & Karami, 2021). More people from all over the world can place orders and learn more about the company. SMEs can use social networking sites to obtain more thorough and specific information about markets, customers, and possibilities. It can also do fresh marketing research through social media. These will facilitate the process of developing the best plans and making the appropriate decisions for the growth of the company (Bakri, 2017). By collecting feedback from customers via social media, including questions, concerns, and compliments, SMEs can improve customer loyalty and learn more about their clients (Vinerean et al., 2013). SMEs can use social networking sites to communicate with their clientele. Social media is a vital tool in this era of always-connected consumers for interacting with clients and building personal relationships. When a brand provides consistently good service, engaged clients frequently become strong social networking sites brand advocates and boost their purchasing (Abubakar et al., 2022).

Theoretical Review

The study employed the Technology Adoption Model (TAM) theory, which deals with the degree of acceptance and diffusion of new technologies at the individual level and aims to better understand computer-use behaviour.

Technology Adoption Model (TAM)

The technologies adoption Model (TAM) was created to examine the degrees of adoption and dissemination of new technologies at the personal level as well as to better understand computer usage behaviour. The term "TAM" describes how a user reacts to a novel technology. TAM indicates that various factors may have an impact on a user's adoption and use of technology (Davis et al., 1992).

Kim and Chae, (2018) found that perceived utility (PU) had a positive link with the adoption of new technology during their examination of the relationship between perceived utility and technology utilization. The use of smartphones was found to be positively associated with perceived utility PU (Kim & Chae, 2018). Perceived usefulness (PU) is a belief in the effectiveness, reliability, risk, and performance of a technology. Security, privacy, and perceived usefulness are all factors that are taken into account by perceived usefulness. This illustrates that if a technological breakthrough is more user-friendly, people will be motivated to employ it (Basri, 2016). It is believed that a person's perceptions of how practical and easy internet buying technology is can affect their thoughts about it. As a result, there is a behavioural need to utilise the technology, which leads to the actual use of the online shopping platform to complete a transaction of some kind. In other words, the user would think about how they could use online purchasing sites to save time and effort. Consequently, the individual begins to consider that utilizing these online shopping platforms could improve performance, prompting the formation of a reason for using the system before actual use.

Empirical Review

Alenazi and Alanazi, (2021) study examined the influence of social media on the expansion of small and medium-sized businesses in the southeast region of Nigeria. It was determined that small business owners are using social media sites like Instagram, WhatsApp, and Facebook to run and expand their enterprises. Two hundred and twenty small and medium-sized businesses that operate in the South Eastern region of Nigeria were polled as part of the cross-sectional survey used in the study. Using the formulas used Sample size of 140. To examine the hypotheses, multiple linear regression was employed. The research indicates that the utilisation of social media significantly contributes to the expansion of small and medium-sized businesses in South East Nigeria. The survey also found that, as indicated by the use of Facebook, Instagram, and WhatsApp, social media usage in Nigeria fosters the expansion of small and medium-sized businesses.

Adejuwon, (2022) examined how social media marketing affected the retention of customers. The sample size consisted of 489 individuals. According to the study, social media marketing has a significant effect on small and medium-sized enterprises' ability to retain consumers in Southwest Nigeria.

Bahl and Kesharwani, (2020) study examined social media platforms and their impact on Nigerian small and medium-sized enterprises' financial performance. 566 respondents' replies were analysed using Chi-square and Analysis of variance (ANOVA) in this study. Based on the results of the poll, social media has significantly helped small and medium-sized enterprises (SMEs) in Nigeria grow in terms of customer engagement and retention while also making it simpler to advertise products and services.

Soelaiman and Ekawati, (2022) determined what factors motivate business owners to use social media in their operations. The study also examined the potential advantages and disadvantages of adopting social media for business. In terms of product promotion, marketing expense reduction, enhancing customer relations, growing market share, and gathering data for product development, social media was shown to be especially beneficial for business owners.

Alenazi and Alanazi, (2021) looked into the factors that influence consumer loyalty to ascertain how they affect social customer loyalty. 352 questionnaires given to Saudi bank social media users provided primary data for the study. The results show that banks need to leverage social media applications to increase customer loyalty by focusing more on the factors that influence it, in addition to using them to promote their brands and raise brand awareness.

Kakumbi and Phiri, (2022) investigated the influence of social media use on the growth of the SMEs fashion industry in Kenya. A structured questionnaire was utilized to collect data from 394 SME owners and operators in the fashion business. Structural equation modeling was used for multivariate analysis. Findings from the study revealed that the use of social networking sites had a substantial influence on the development of small businesses.

Methods

The research design employed for the study was a descriptive survey. To collect primary data, a structured questionnaire was used to elicit information from the respondents. The participants in the study were SME owners and managers located in the city of Ibadan. The study used a sample size of 385 individuals, who were selected based on the Cochran (1977) formula, and the purposive sampling approach was used to ensure that the appropriate individuals were included in the research. Descriptive statistics like frequency tables and percentages were used to evaluate the demographic data, while multinomial regression was used to test the hypothesis. A social science statistical tool called SPSS version 26 was used to analyse the data.

Results

Demographic characteristic of Respondents

The study collected demographic information from respondents. The response rate was 98.4% which is a good rate to work with as regards the analysis. The result is presented in Table 1 below:

Table 1; Socio- Demographic Profile of Respondents

Characteristics	Frequency	Percentage (%)
Gender		
Male	182	48.0
Female	197	52.0
Age		
Below 30	202	53.3
31- 40	108	28.5
Others	69	18.2
Education		
SSCE	141	37.2
OND/NCE	169	45.0
HND/B.Sc.	42	11.1
M.sc/MBA	27	7.1
Marital Status		
Single	111	29.3
Married	241	63.6
Divorced	21	5.5
Others	6	1.6
Most effective social Networking site to your business?		
Facebook	102	26.9
WhatsApp	121	31.9
Twitter	58	15.3
Instagram	88	23.2
Others	10	2.6
Have Social Networking sites improve your business?		
Yes	379	100.0
No	0	0.0
How does social networking sites majorly improve your business performance?		
Helps reduce operational cost	78	20.6

Increase the innovative way of the business.	89	23.5
Increase public awareness and support	68	17.9
Increase profitability and productivity	176	46.3
others	22	5.8
How long have you been in the business?		
0-5 years	98	25.9
6-10years	176	46.4
Above 10 years	105	27.7
Total	379	100

Source: Field Survey, 2023.

This result revealed that 48.0% of respondents are male while 52.0% of respondents are female which implies that there is no gender discrimination in the way of running small and medium enterprises. The age distribution of respondents indicates that 53.3% are below 30 years, 28.5% are within the age of 31-40 and 18.2% are above the age of 40 years. This implies that the majority of the SME owners and managers are youth and are fully aware of and engage in the use of social networking sites to promote their business. The educational status shows that 37.2% are SSCE holders, 45.0% hold Diploma/NCE, 11.1% are B.Sc. /HND holders, 11.1% hold M.Sc./MBA holders, while the remaining 7.1% hold other certificates. This suggests that the respondents are intelligent and capable of doing independent analysis and interpretation of the discussed subject with little or no assistance from the researcher. Furthermore, the result shows that 29.3% of respondents are single, 63.6% are married, 5.5% are divorced while 1.6% fall into other categories such as widow which implies that usage of social networking sites is not restricted by marital status.

While analyzing the effectiveness of the social networking sites, 26.9% of respondents agreed that Facebook is the most effective, 31.9% agreed that WhatsApp is the most effective, 15.3% agreed that Twitter is the most effective, 23.2% agreed that Instagram is the most effective while the remaining 2.6% agreed that others such as telegram, YouTube and blogging site are effective. This implies that the most effective social networking sites that help SMEs performance are WhatsApp, Facebook, Twitter and Telegram. 100% of respondents agreed that social networking sites helps to improve their business.

In terms of reduction of operational cost, 20.6% of respondents agreed that social networking site helps reduce operational expenses, 23.5% of respondent agreed that social networking site enhance innovativeness in their business, 17.9% agreed that social networking sites increase public awareness and support. 46.3% of respondents said social networking sites helps increase profitability and productivity. This implies that social networking sites enhances the performance of SMEs. Also, the result revealed that 25.9% of respondents had been in the business between 0-5years, 46.3%between 6-10 years while 27.7% have been in the business for over 10years. This implies that respondents are well experience in the area of business to decide whether social networking sites are more effective than traditional methods.

Test of Hypothesis

H₀₁: There is no significant relationship between social networking sites and performance of SMEs.

Table 2: Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	Df	Sig.
Intercept Only	758.378			
Final	68.366	690.011	16	.000

SPSS 26 output, (2023).

The findings of the analysis revealed that the model is strongly fitted and statistically significant ($P < 0.01$) at the 1 percent level. Given the substantial influence of social networking marketing sites on the performance of small and medium enterprises (SMEs), the null hypothesis (H_{01}) was rejected, and the alternative hypothesis was upheld. Consequently, the study concludes that social networking sites (such as Facebook, Instagram, Twitter, WhatsApp) have a significant influence on SME performance.

Table 3: Pseudo R-Square

Cox and Snell	0.854
Nagelkerke	0.942
McFadden	0.810

Source: SPSS 26 output, (2023).

The OLS regression uses pseudo R-square values as rough approximations. The regression model's pseudo R-square is the proportion of variance explained by independent variables on dependent variables. Taking the Cox and Snell, Nagelkerke value into account, it shows that 94.2% of variance of SMEs performance is explained by the independent variable, social networking sites.

Table 4 Likelihood Ratio Tests

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	68.366 ^a	.000	0	.
BL6	758.378	690.011	16	.000

Source: SPSS 26 output (2023).

We interpret a significance value less than 0.05, or $P < 0.05$, as suggesting that the assumption is satisfied; on the other hand, a significant answer (sig. value more than 0.05) suggests that the assumption is not satisfied. From that result as presented in Table 4 above, we can conclude that social networking sites satisfy the likelihood ratio test assumption.

Discussion

The research findings indicated that social networking sites have a positive significant influence on the performance of small and medium enterprises, which is consistent with (Adejuwon, 2022) findings that small-scale businesses' adoption of social media marketing has a significant influence on business performance. It was also discovered that the use of social networking sites is changing the way small and medium-sized businesses are run. According to the researchers' survey, increased use of social networking sites such as WhatsApp, Twitter,

Facebook, and Instagram, which are the most effective social networking technologies, is beneficial to the performance of SMEs.

Conclusion

The research looked into the impact of social networking sites on the success of small and medium-sized businesses and found that social networking sites had a considerable impact on SMEs' performance in Oyo State. The social networking sites considered include; Twitter, WhatsApp, Facebook, and Instagram. Based on these findings, it was concluded that social networking sites are one of the most important drivers of SMEs' performance in this digital era. It affects both the attitudinal and behavioural components of consumer patronage of SMEs. Therefore, when the social networking site is used effectively and efficiently, the satisfied small business experience increases the satisfaction of the customers who become loyal customers. It becomes imperative therefore to pay close attention to social networking sites for sustainable business performance

Limitations

One limitation of the study is in terms of scope and geographical coverage as it was limited only to a major city (Ibadan) in Oyo state, Nigeria. Also, the analytical method used may not adequately capture the full complexity of the relationship between social networking site usage and SME performance. Other variables and potential confounding factors, such as market conditions, industry-specific challenges, or external economic factors, could influence SME performance but may not be adequately addressed or controlled for in the analysis. Therefore, while the study's findings may provide valuable insights, future research could expand the scope of coverage to enhance generalization and also employ other advanced statistical techniques to account for potential confounders and biases

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Design Social Media Marketing and Customer Loyalty of High Desert Intl. Products: Mediating Role of Brand Gestalt

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ABSTRACTS

Research on social media marketing and customer loyalty has often been carried out by previous researchers. And the mediating role of brand gestalt is that currently several researchers are also interested in looking at this role. This research aims to determine the influence of Design Social Media Marketing on Customer Loyalty and the mediating role of brand gestalt. This survey data was collected using purposive sampling from 102 HDI member. The collected data was then analysed using SPSS and SmartPLS statistical software. The research results show that SMM has a positive and significant effect on customer loyalty. Additionally, brand gestalt mediates the relationship between customer loyalty.

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Introduction

In this decade, the using of social media to offer the product is popular to everyone. According to (Meliawati et al., 2023) Desain social media marketing (SMM) encompasses digital endeavors, such as those on platforms like YouTube, Instagram, and Facebook. (Ebrahim, 2020) this rapidly growing social media marketing platform, which connects with a global audience of 2.77 billion internet users, has revolutionized the methods through which businesses can connect, communicate, and involve their clientele. Further, in 2018 datareportal.com presented a statistic data, number of internet users. Total population of Indonesia: 7.593 billion, internet users 4.021 billion, active social media users 3.196, unique mobile users 5.135 billion, active mobile social users 2.958 billion.

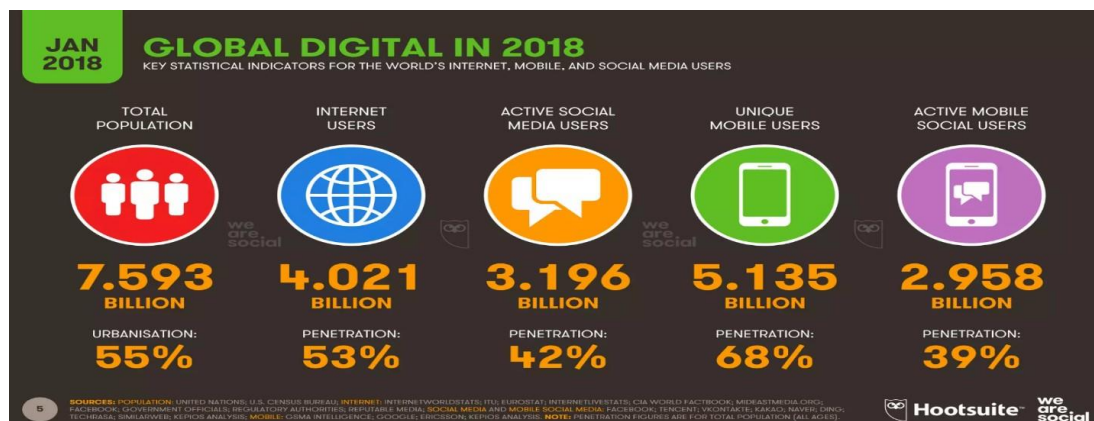


Figure 1 Datareportal.com (Kemp, 2018)

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Due to the widespread use of the internet, mobile technologies, and the prevalent dependence on social media for brand preferences, the sharing of consumer experiences and brand-related information has an indirect influence on improving brand equity through the intermediary factor of the brand (Ebrahim, 2020). To support of customers, need for product and brands information the company provides an attractive website. In order to achieve success on Amazon, businesses need to craft web pages that deliver the optimal customer experience for their products or brands.

High Desert International products are bee products for human consumption in the form of liquids, tablets and capsules. Bees represent a promising forest asset that can be nurtured and harnessed (I Gusti Ayu Widari & Gusti Ngurah, 2022). This product is used to support our vitality and health. Honey is a premium natural bee product of exceptional quality. Utami (2022) contended that the vital role of bee-derived products is to enhance human well-being and also make a valuable economic contribution.

Brand gestalt suggests that a brand is a complex entity, with its various elements constantly interlinked to function as a unified system, surpassing the mere sum of its individual components (Mandagi et al., 2021).

This study seeks to answers to the following research questions:

1. Does Social Media Marketing (SMM) affect Customer Loyalty (CL)?
2. Does Social Media Marketing (SMM) affect Brand Gestalt (BG)?
3. Does Brand Gestalt (BG) affect Customer Loyalty (CL)?
4. Does Social Media Marketing (SMM) have an indirect positive affect on Customer Loyalty (CL) mediated by Brand Gestalt (BG)?

The study has three primary objectives. First, it seeks to offer practical insights to High Desert International product marketers regarding the impact of marketing activities on social media platforms for effective communication. Additionally, this research aims to guide HDI company members in selecting appropriate social media marketing strategies. Finally, the study aims to elucidate the influence of social media on brand gestalt and customer loyalty.

Social Media Marketing

In the midst of the widespread use of social media today, entrepreneurs are leveraging this platform to enhance the efficiency of their product sales (Saravanakumar & Suganthalakshmi, 2012). Traditional methods of business development and marketing are evolving rapidly due to advancements in communication technology. Entrepreneurs now view social media as a vital tool for communication with customers and brand promotion. In the past, businesses primarily relied on advertising and word-of-mouth promotions to engage with customers.

However, contemporary entrepreneurs utilize more sophisticated communication tools, such as social media platforms, to interact with their audience and increase brand awareness (Biaga, 2018). Social media not only facilitates interaction among users but also transforms the dynamics of business-customer engagement, allowing for mutual influence (Larimo & Leonidou, 2021). It has become a two-way street where businesses can directly communicate with their target audience, gather feedback, and tailor their offerings accordingly. This real-time interaction fosters a sense of community and trust, which is invaluable for brand loyalty and customer retention.

However, amidst the benefits of social media marketing, there are also challenges. One significant concern is the proliferation of false information, commonly referred to as 'Fake News,' through social media channels (Domenico et al., 2021). This misinformation not only affects consumer perceptions but also poses reputational risks for businesses. Therefore, there

is a growing need for platforms and businesses alike to implement measures to combat the spread of fake news and ensure the dissemination of accurate and reliable information.

While social media marketing is widely embraced by business owners, effective communication goes beyond merely broadcasting messages. It requires careful consideration of design elements to enhance readability and engagement. By incorporating formatting techniques such as bullet points, headers, or visual aids like graphs or images, writers can illustrate key points effectively and capture the reader's attention. Additionally, providing clear explanations and transitions between ideas ensures coherence and comprehension for the reader.

In conclusion, social media has revolutionized the way businesses communicate and market their products. However, to harness its full potential, businesses must navigate the challenges of misinformation and prioritize effective communication strategies. Incorporating thoughtful design elements into written content not only enhances its visual appeal but also improves its effectiveness in conveying information to the audience. Thus, in the digital age, mastering the art of communication and design is essential for business success in the ever-evolving landscape of social media marketing. With the advent of newer technologies and platforms, businesses must continue to adapt and innovate their communication strategies to stay relevant and competitive in the dynamic digital landscape.

Brand Loyalty

When a customer makes purchases over and over from one brand and do not pay attention about other brands in spite of there are better offers it is called a loyal to that brand. Brand loyalty is analysed using different approaches, including behaviour, attitudinal, and multidimensional approaches. In the behaviour approach, brand loyalty is measured by repeat transactions, while in the attitudinal approach, it is measured by consumer preferences, commitment, or purchase intentions. The multidimensional approach distinguishes brand loyalty from simple repeat purchases and defines it in terms of six cumulative conditions involving the decision-making and evaluation processes of the consumer. Brand loyalty can also be defined as a positive emotional, evaluative, or behaviour response towards a specific brand (Górska-Warsewicz & Kulykovets, 2020). Researchers have been fascinated by brand loyalty for many years, as it is characterized by a positive attitude and a strong dedication to a specific brand. This loyalty is nurtured by consumer contentment and results in ongoing support and purchase of the brand (Permata Sari et al., 2023).

Loyalty is a strong feeling and relationship of a person to one particular object. Businesses are expected the customers be loyal to the products. The relationship between customer loyalty and various aspects of consumer behaviour and business outcomes is influenced by social norms and situational factors. This can manifest as consumer word of mouth, intention to support, and satisfaction. One important aspect of loyalty is that loyal customers are less price-sensitive, which can result in marketing benefits such as reduced marketing costs, new customer acquisition, and a stronger market position (Górska-Warsewicz & Kulykovets, 2020). Brand loyalty offers several significant strategic advantages for firms, including the ability to increase market share, attract new customers, maintain brand expansions, reduce advertising costs, and protect the brand from competitive threats (Zia et al., 2021).

Brand Gestalt

Brand gestalt refers to the holistic perception of a brand that is formed by the combination of its various elements, such as its name, logo, packaging, and advertising. A recent study aimed to develop and validate a multidimensional measurement scale for brand gestalt (Mandagi et al., 2021). Another study investigated the impacts of 4S brand gestalt dimensions, namely story, sensescape, servicescape, and stakeholder, on tourists' revisit intention (Mandagi, 2023b). Additionally, an investigation of the American Girl brand provided a more complete

and holistic understanding of sociocultural branding, shedding light on the significance of brand gestalt (Diamond et al., 2009). Understanding brand gestalt is crucial for creating a cohesive and effective brand identity, as it influences consumers' perceptions and behaviours.

In the context of small and medium enterprises (SMEs), brand gestalt has been found to be a key driver of customer satisfaction and repurchase intention (Rantung et al., 2023). Furthermore, brand gestalt has been found to be a key determinant of tourist satisfaction and loyalty, with the stakeholder dimension having a significant effect on tourist satisfaction (Mandagi, 2023). These findings highlight the importance of considering brand gestalt in different business contexts to influence customer and tourist perceptions and behaviours effectively.

Figure 2 provides a visual summary of the between the research variables and the pairs hypothesized in the study.

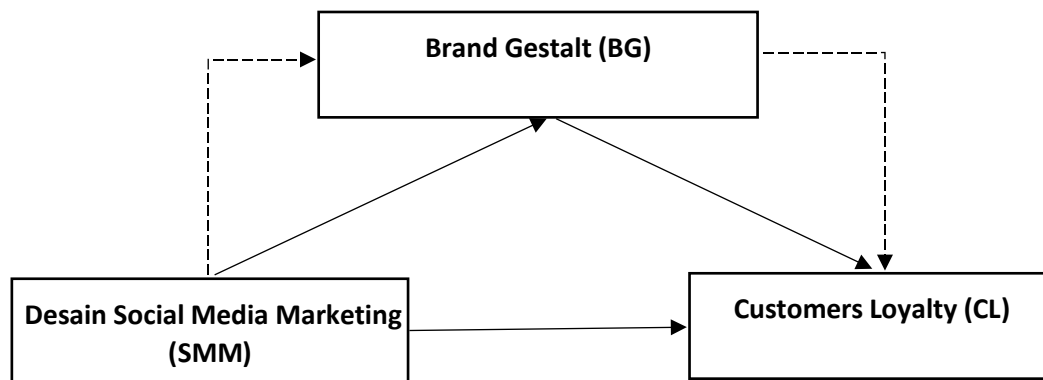


Figure 2 Research Conceptual Framework

Research Method

This chapter explains the research design, data analysis, population and sample, research instruments, data collection process, location and time of research, ethical considerations in research, and research limitations.

This research uses a quantitative research design with descriptive correlation research methods. This research aims to see a description of the relationship between High Desert International product offerings through social media marketing and customer loyalty. This research intends to explore the effect between components of social media marketing (SMM) actions and customer loyalty to a brand of HDI products.

According to Shukla (2020) "Population refers to the set or group of all the units on which the findings of the research are to be applied, we can say that it consists of all the units on which the findings of research can be applied". In other words, population is a set of all the units which possess variable characteristic under study and for which findings of research can be generalised." The population in this study is members of High Desert International company. The sample was chosen to accurately reflect the population by employing purposive sampling, which involves selecting the sample with specific, deliberate criteria in mind (Sugioyo, 2010).

The tool used to analyze data, measure a phenomenon, and collect data that is appropriate to the problem of the subject or sample that the researcher is observing is the definition of a research instrument (Kurniawan, 2021). To measure social media marketing variables, researchers used a questionnaire from Fajar Mahardika which consisted of 5 questions. To measure social media marketing variables, researchers used a questionnaire from Fajar Mahardika which consisted of 5 questions. The brand loyalty variable will be measured using

a questionnaire from Andi Khalishah Nuddin which consists of 12 questions. Brand gestalt variables will be measured using a brand gestalt questionnaire consisting of 5 questions.

The present study will collect primary data through a questionnaire that will be shared with the targeted population via a Google Form link. Google Forms is a popular data collection tool that can be used to collect contact information, gather inventory data, collect votes, obtain feedback, evaluate a product, or conduct online surveys. The data collection process will take two weeks, from mid-November to December 2023. The questionnaire will include questions related to the research objectives, and the responses will be automatically recorded. The collected data will be exported to a Microsoft Excel file and processed using SPSS and SmartPLS.

Analysis in this research begin with descriptive analysis using descriptive statistics menu on the SPSS tools.

Results

Tabel 1
Demographic Profile of the Respondent

Variable	Level	n	%
Gender	Female	76	74.5
	Male	26	25.5
Age	<18	5	4.9
	18-25	34	33.3
	25-35	11	10.8
	35-45	17	16.7
	45-60	35	34.3
Residence	Manado	30	29.4
	Minahasa	18	17.6
	Minahasa Utara	32	31.4
	Other	22	21.5

Table 2
Descriptive Statistic

	N	Min	Max	Mean	Std. Dev
SMM	102	2	5	4.17	0.809
Brand Loyalty	102	1	5	3.99	1.058
Brand Gestalt	102	2	5	4.24	0.798

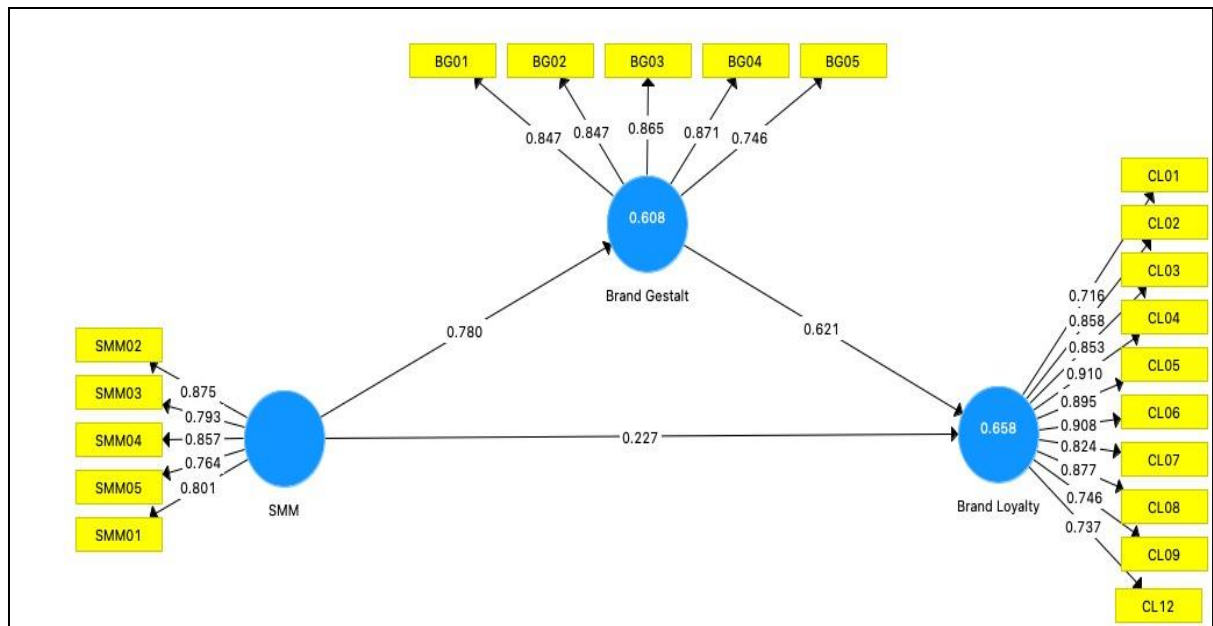


Figure 3 Measurement Model

Tabel 3

Measurement Model Test Result (Factor Loading)

Variables	Indicators	Factor Loading
Brand gestalt	BG01	0.847
	BG02	0.847
	BG03	0.865
	BG04	0.871
	BG05	0.746
Brand Loyalty	CL01	0.716
	CL02	0.858
	CL03	0.853
	CL04	0.91
	CL05	0.895
	CL06	0.908
	CL07	0.824
	CL08	0.877
	CL09	0.746
	CL12	0.737
	CL06	0.908
SMM	SMM01	0.801
	SMM02	0.875
	SMM03	0.793
	SMM04	0.857
	SMM05	0.764

Tabel 4

Fornell-Larcker Criterion

	Brand Gestalt	Brand Loyalty	SMM
Brand Gestalt	0.84		
Brand Loyalty	0.80	0.84	
SMM	0.78	0.71	0.82

Tabel 5

Result of The Reability Testing

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Gestalt	0.892	0.896	0.921	0.7
Brand Loyalty	0.951	0.954	0.958	0.698
SMM	0.877	0.881	0.911	0.671

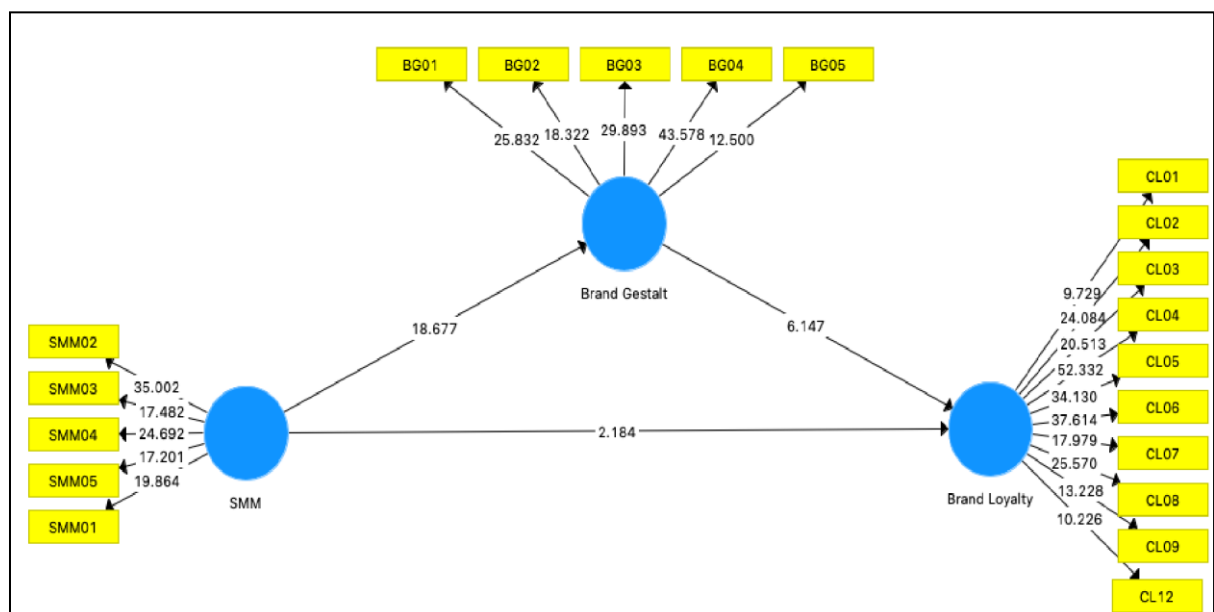


Figure 4 Result of the Structural Model PLS Bootstrapping

Tabel 6

Result of the Hypothesis Testing Structural Models

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Gestalt -> Brand Loyalty	0.621	0.622	0.101	6.147	0
SMM -> Brand Gestalt	0.78	0.782	0.042	18.677	0
SMM -> Brand Loyalty	0.227	0.232	0.104	2.184	0.029

Conclusion

This study aims to analyse the influence of Desain social media marketing on customer loyalty and the mediating role of brand gestalt. To achieve this goal, research hypotheses H1 and H2 have been developed. To test these hypotheses and to answer the questions in the problem formulation, data collection has been conducted through a survey and has been analysed with the help of the statistical software SPSS and SmartPLS. The results of the data analysis show positive and significant results on:

1. Desain social media marketing has a significant and positive influence on customer loyalty. This result is in line with previous research that states that social media marketing activities positively influence brand loyalty. For example (Sharawneh, 2020), a study in the telecommunication industry found that social media marketing activities positively influence brand loyalty.
2. The sensecape dimension of brand gestalt has a significant and positive influence on customer loyalty to HDI products. According to (Hwang et al., 2021), sensecape is closely related to how customers respond to a brand. Furthermore, when the physical environment around a product or service is perceived positively by customers, they are more likely to be satisfied with the product or service.

In addition, this study only uses some theories that explain the influence between variables, but there are still many other theories that provide different views on the researched topic with various variables that influence. Further research is expected to develop the model tested in this study on the influence of brand gestalt by including other variables that potentially have a connection with brand gestalt. Based on the analysed data, the brand gestalt dimension has a very significant influence on loyalty with the presence of the sensecape element. This empirical result can also be used as a consideration and reference for further research in building hypotheses on the relationship between the same variables as in this study.

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The Influence of Government Policies on the Growth of Social Entrepreneurship in Makassar City

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ABSTRACTS

This study examines the Influence between Government Policy and Social Entrepreneurship Development in Makassar City. The study consisted of a whole Social Entrepreneurship that ran with a sample by adopting census sampling techniques. The analysis technique used is the multiple Regression technique. The data collected was analyzed using SPSS 23 software. The results show that government policies have a positive effect on the development of social entrepreneurship. These findings can serve as a guide for social entrepreneurship practitioners to improve the quality of their social business by utilizing the insights gained.

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Introduction

Indonesia, with its large and diverse population, has enormous potential to give birth to social innovation. One of the keys to maximizing this potential is through growth *Entrepreneur Social*. These social enterprise actors are not only pursuing profits, but also committed to solving urgent social problems in society. However, the growth *Entrepreneur Social* in Indonesia is greatly influenced by various factors, one of which is government policy (Hariyono, H., Suharto, S., & Erlangga, 2024). The importance of social entrepreneurs acts as a catalyst for social change by creating innovative solutions to overcome problems such as poverty, education, health, and the environment. In addition to providing a significant social impact, social entrepreneurs also contribute to economic growth through job creation and innovation. The Government of Indonesia is committed to encouraging entrepreneurial growth in the next five years (Hidayah & Cahyani, 2024). Through Presidential Regulation Number 2 of 2022, the government seeks to create an environment conducive to the development of new businesses. By uniting policies from various institutions, strengthening the entrepreneurial ecosystem, and providing support in the form of ease of doing business and incentives, the government aims to increase the number and quality of entrepreneurs in Indonesia. These measures are expected to encourage innovation, create new jobs, and ultimately boost the country's economic growth (Mustamin et al., 2022).

Social Entrepreneurship is a form of empowerment in the social field that develops to help the community, through innovative steps. Where the measure of success of social entrepreneurship is not only personal profits but the profits are used to finance sustainable social activities. The idea of social entrepreneurship awareness is a business that aims to overcome social problems by developing entrepreneurial skills with the potential that exists around, as well as making social changes and improving welfare (Ulfa et al., 2022). Social entrepreneurship not only creates a positive social impact, but also contributes significantly to the economy (Khasanah et

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al., 2023). This business model, which combines profit with social goals, has attracted the attention of academics and business people around the world. Social entrepreneurship not only contributes to economic development, but also plays an important role in addressing a variety of complex social problems (Mukti et al., 2023). Social entrepreneurship has undergone a significant transformation from just MSMEs to more formal business entities. This business model, which is often associated with social innovation, successfully addresses social challenges in a creative and sustainable way (Tomorrow, 2024). Its rapid growth shows that social entrepreneurship is a promising solution to improve people's welfare. Presidential Regulation Number 2 of 2022 emphasizes the importance of synergy between government agencies in encouraging entrepreneurial growth. By unifying policies and programs, the government aims to create a more integrated and supportive ecosystem for business actors. The Indonesian government has shown a strong commitment to encouraging the growth of social enterprises. This is reflected in various policies and programs designed to support social enterprises in carrying out their social missions (President of the Republic of Indonesia, 2022).

The Government of Indonesia through Presidential Regulation Number 2 of 2022 encourages entrepreneurial growth to improve the economy. The goal is to unify entrepreneurial policies from various institutions, strengthen entrepreneurial ecosystems, develop innovative entrepreneurs, and increase their capacity. To achieve the goals of the National Medium-Term Development Plan 2020-2024, which focuses on improving the quality of economic growth, business climate, competitiveness, and expanding employment opportunities, efforts to accelerate entrepreneurial growth are needed. This is done by synergizing and strengthening cross-sector program coordination between ministries, institutions, and local governments, which is supported by joint policies as guidelines in the development of national entrepreneurship. Therefore, the President has stipulated Presidential Regulation Number 2 of 2022 concerning National Entrepreneurship Development for 2021-2024 on January 3, 2022 (Setkab, 2022). The government has a very crucial role in supporting the growth of social entrepreneurs. The right policies can create an environment conducive to the growth and development of social enterprises. Government policies can cover various aspects, from providing access to capital, developing supporting infrastructure, to simplifying regulations.

Government public policy has a crucial role in encouraging the growth of social enterprises. From formulation to evaluation, public policies are designed to create a conducive environment for social entrepreneurs (Pramono, 2020). Public norms and policies greatly affect the success of social entrepreneurship. The government, especially at the local level such as Makassar City, plays an important role in supporting the growth of MSMEs and social enterprises through various policies and programs. Evaluation of these policies is crucial to ensure their effectiveness (Rahman et al., 2023). Public norms and policies are significant determinants of the success of social enterprises. The process of formulation, implementation, and evaluation of public policies in favor of social enterprises is very important. Makassar City, as one of the cities in Indonesia that consistently supports MSMEs and social enterprises, is a clear example of how public policies can play a role as a catalyst in encouraging economic and social growth (Muhiddin, 2017).

The City of Makassar, which has a role in efforts to improve the community's economy through the empowerment of cooperatives and micro, small and medium enterprises, is supported by reliable and professional apparatus in their fields. In order to anticipate in efforts to realize local democracy and services to the public today, the need for quality services can reduce the gap between the policies taken and the implementation carried out.

Challenges Faced Although the potential for social entrepreneurs in Makassar City is very large, there are still many challenges that must be faced. Some of them are limited access to capital because many social entrepreneurs have difficulty getting enough funding to develop their businesses. The lack of supporting infrastructure, business incubators, mentor networks, and other supporting ecosystems is still limited. Complex regulations due to complicated and unclear regulations are often an obstacle to the growth of social enterprises. The city of

Makassar, as one of the economic centers in Eastern Indonesia, has challenges in reducing poverty levels and improving people's welfare. To overcome this problem, the Makassar City Government.

Literature Review and Theoretical Background

Government Policy

Government policies play a role as a catalyst in advancing MSMEs. Research shows that policies that support entrepreneurship, monetary stability, and the adoption of digital technology positively correlate with the performance of MSMEs. This emphasizes the importance of the government's role in creating a conducive business environment for MSMEs (Ramadhona et al., 2023). A conducive regulatory environment, the availability of financial resources, and the development of entrepreneurial skills are the three main pillars in encouraging the growth of MSMEs. By designing and implementing targeted programs, the government and MSME support organizations can create an ecosystem that allows MSMEs to grow rapidly, open new jobs, and encourage inclusive economic growth (Hidayah & Cahyani, 2024).

The implementation of government policies is a complex and dynamic process, involving interaction between various actors at various levels of government. The effectiveness of implementation is determined not only by rational policy design, but also by contextual factors such as bureaucratic capacity, political support, and community participation.(Setiawan, 2024). The multi-level governance approach offers a comprehensive analytical framework to understand the complexity of the implementation process, emphasizing the importance of coordination between government levels and the involvement of various actors. Welfare economics theory is a framework of thought used in public policy to achieve the welfare of society as a whole. This theory focuses on assessing and improving people's welfare conditions through government intervention (Digdowiseiso, 2019).

The implementation of fair and inclusive public policies can contribute to reducing social inequality. For example, policies that support equitable access to quality education, health services, and employment can help reduce disparities in quality of life and opportunity among groups in society.(Chairunisah et al., 2023) Redistribution policies that take into account social protection can also help reduce income and wealth disparities. Through appropriate public policies, governments can play an important role in creating a more equitable and inclusive social environment. It involves a comprehensive approach, including strengthening access to education, job training, affordable housing, health services, and equality of opportunity for all individuals in Society (Arafat, 2023).

A good policy is a policy that can be implemented well and provide benefits to the public, for that it is necessary to choose the right model. As discussed in the book *Implementing Public Policy* 2006 written by Michael Hill and Peter Hupe is also in line with what Hill and Hupe wrote in 2013 with the development of a meta-discussion of comprehensive theory with implementation theories, which suggests that one theory will outperform each other) (Pramono, 2020). So it can be concluded that in the midst of the development of democracy, the top-down model has experienced many shifts to the bottom-up model. An important issue in choosing an implementation model is the suitability between the policy and what is implemented

According to Edward III's Theory in (Ulahayanan et al., 2024) that, the important criteria in policy implementation are by paying attention to four factors; 1. Communication, 2. Resources, 3. Bureaucratic or executive attitude and 4. Organizational structure or bureaucratic work flow.

1. Clear communication between implementers is very important in implementing a policy, because it is related to the process of delivering information, clarity of information and consistency of information conveyed.

2. The intended resource is related to; The availability of reliable and sufficient staff, not only in terms of number, but also the quality of the staff so that it is easy to understand each item in the policy. Then there is the information needed as a consideration in decision-making, there is sufficient authority in carrying out duties and the existence of facilities needed in implementation.
3. The bureaucratic attitude which is the implementer in the implementation of a policy, is also an important factor because it is related to the commitment of the implementer to the program to be implemented.
4. organizational structure or the existence of a workflow based on standard operating procedures (SOPs). This standard will regulate the governance and workflow in implementing a policy.

The success of policy implementation is highly dependent on good communication, sufficient resources, implementing attitudes, and a clear organizational structure. These four factors are interrelated and affect each other

Development of Social Entrepreneurship

Entrepreneurial development is the process of improving one's ability to start and run a new business. Simply put, an entrepreneur is someone who dares to take risks and create something new (Fahri S et al., 2024) . Entrepreneurial development is the process of improving one's ability to start and run a new business. Simply put, an entrepreneur is someone who dares to take risks and create something new (Megracia, 2021). Entrepreneurship development aims to produce qualified entrepreneurs by providing them with the knowledge and skills needed to succeed in the business world (Yolanda & Syahbuddin, 2023).

Entrepreneurship refers to the mental attitude of an entrepreneur who has a high creative spirit. Entrepreneurial activities have a dynamic process that is able to create something that is accompanied by resources, time, innovation, and risks that come with it (Aulia et al., 2021). In general, entrepreneurship has characteristics including having good analysis, having a brave and responsible nature, having a high will and enthusiasm, focusing on the business field being run, having creativity and always innovating, and being able to make wise decisions (Firmansyah, 2019)

Entrepreneurial development is an ongoing process to improve one's ability to identify business opportunities, manage resources, and create added value. An entrepreneur is not just starting a business, but is also able to develop his business sustainably Entrepreneurship provides a solid foundation for individuals who want to understand the concepts and initial preparation needed to start an entrepreneurial journey. With a strong understanding and knowledge of entrepreneurial principles, one can better prepare oneself to face the challenges and opportunities that exist in the business world. Advances in technology and science also play an important role in encouraging the development of entrepreneurship in the discovery of new goods or services, opening job opportunities, opening new markets, and being able to create economic growth in various sectors (Rachmat et al., 2023).

According to Thomas W. Zimmerer in Ripho Delzy Perkasa, entrepreneurship is the ability to see and initiate business opportunities, gather the resources needed to take advantage of them and take appropriate actions to ensure success. Entrepreneurship is the result of a discipline, a systematic process of applying creativity and innovation in meeting market needs and opportunities (Perkasa, 2022).

Entrepreneurship is a process of new business opportunities that requires full calculation in running the business so as to achieve the desired target, because entrepreneurship is one of the drivers of economic growth in a region. Business actors have an important role in economic growth in their area, where they will produce a product (Sutresna, 2024). Social entrepreneurship is an approach that combines aspects of business with social goals. Social entrepreneurship focuses on creating a positive impact in society while still generating profits.

Social entrepreneurs seek to solve social, environmental, or community problems in innovative and sustainable ways. (Stocks, 2016).

Social entrepreneurship creates value not only in the form of financial gains, but also social and environmental value. This theory emphasizes the importance of creating dual values: economic value and social value. This approach views social entrepreneurship as an effort to create a balance between the interests of various stakeholders, including customers, communities, employees, and investors. Social entrepreneurship must consider the impact on all parties involved (Safei & Herdiana, 2021).

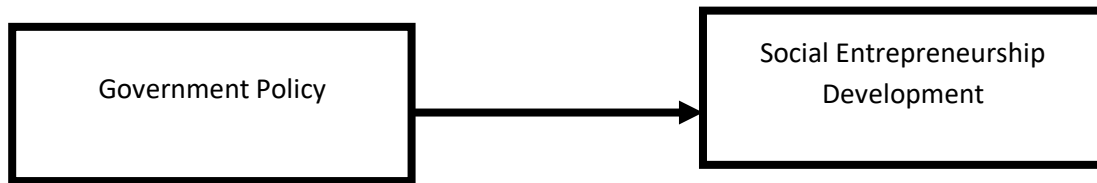
Entrepreneurship development indicators are benchmarks used to measure the extent to which an entrepreneurial development program or policy has succeeded in achieving its goals. This indicator can be used to measure the performance of an individual, group, or even a country in the context of entrepreneurship

1. Innovation: The emergence of new products or services that are unique and innovative.
2. Quality of Human Resources: The level of education, skills, and experience of the entrepreneur.
3. Access to Financing: Ease of access for entrepreneurs to funding sources.
4. Community Engagement: The level of community participation in entrepreneurial activities.

Entrepreneurship development is a complex and multidimensional process. To measure its success, comprehensive and relevant indicators are needed in the context being studied. Thus, entrepreneurship development policies and programs can be designed and implemented more effectively. Inclusive government policies that pay attention to the needs of stakeholders, such as social entrepreneurs, communities, and investors, can result in greater support for the development of social entrepreneurship. Policies that encourage community participation in formulating social entrepreneurship programs will increase a sense of ownership and sustainability. Policies that facilitate the creation of dual value (economic and social) will lead to the development of more innovative and sustainable social entrepreneurship models. The theoretical relationship between government policy and the development of social entrepreneurship is crucial. Good policies can create a supportive environment, provide the necessary resources, and encourage collaboration between various stakeholders. By integrating these theories into policy practice, governments can contribute significantly to the success of social entrepreneurship and its impact on society.

Theoretical Framework

The current study uses the underlying theory, the theory of public policy implementation and entrepreneurship development. Policy implementation theory is a theory that explains the factors that affect the success of public policy implementation. Some of the theories of policy implementation include the theory of Edwards III, George C. 2003 with the title *Implementing Public Policy*, Jakarta which states that the success or failure of policy implementation is influenced by four factors, namely communication, resources, disposition (attitude), and bureaucratic structure. Then in the 2020 *Hiayat Development Theory*, the benchmark used to measure the extent to which an entrepreneurial development program or policy has succeeded in achieving its goals, namely by looking at Innovation, Human Resource Quality and Access to Financing and Community Involvement (Rachmat et al., 2023). The theoretical framework of the current study is illustrated in figure 2.1:



Research Hypothesis Model Figure 1

It is a research hypothesis model developed in this study. The hypothesis developed can be written that there is allegedly an influence of Government policies on Social Entrepreneurship Development. So that it can provide a pictorial view of this research. The study had one independent variable (Social Entrepreneurship Development) while the dependent variable of the study (i.e. the main variable of the study). The essence of policy implementation is how the policy can run well Effective policy implementation is the key to success in entrepreneurial development. Targeted and consistent policies can create a conducive business environment and encourage economic growth by developing social entrepreneurship in the city of Makassar.

Methodology

The research design used is survey research, which is an effort to make critical observations to obtain clear information on a certain problem in a research. Data analysis begins with an evaluation of the completeness and relevance of the data through a statistical descriptive approach using SPSS software. In terms of sampling techniques, this study adopts non-probability sampling techniques, especially the type of purposive sampling, which allows researchers to select samples based on certain criteria that are in accordance with the research objectives. The measured scale applied is the Likert scale, providing space for respondents to express a degree of agreement or disagreement with the proposed statement The applied data analysis technique is multiple linear regression, allowing the exploration of the relationship between two or more independent variables with dependent variables. To test the hypothesis, the t-test method is used, which generally checks the significance of the difference between the groups or variables being tested. The initial steps in data analysis include validity tests, to assess whether the measurement instrument is effective in measuring the construct in question. Furthermore, a reliability test was carried out to check the consistency of the measuring instrument. After that, a normality test is carried out to evaluate whether the data is distributed normally. Finally, a t-test is used to test the hypothesis, allowing the researcher to determine the significance of the differences between the groups being tested. By using this series of analysis techniques, it is hoped that the research can provide a deeper understanding of the relationship between the variables studied

Result And Discussion

Correlation Coefficient and Determination Analysis

Table 1.
Correlations

		Policy x1	x2 development
Policy x1	Pearson Correlation	1	.599**
	Sig. (2-tailed)		.000
	N	56	56
Y development	Pearson Correlation	.599**	1
	Sig. (2-tailed)	.000	
	N	56	56

** . Correlation is significant at the 0.01 level (2-tailed).

From the *Correlations table* above, it shows that the value of the correlation coefficient for the relationship between Government Policy (X1) and Social Entrepreneurship Development (Y) is 0.599 which means that the value of 0.599 is a positive number meaning the complexity obtained from Communication, Human Resources, Attitudes and Bureaucratic Structure. So it can be assumed that government policies have a role in increasing the Development of Social Entrepreneurship in Makassar City

Validity Test

This test is carried out with the intention of assessing whether the statement items in the questionnaire can be considered valid or not. This study adopts the Pearson's Product Moment correlation method as a tool to conduct the evaluation. Based on the table presented, the Pearson moment correlation value for each question is 0.258, with a significance level of 5% and the number of samples (n) as much as 56. If the validity value exceeds 0.258, then each question is considered valid. From the results of the validity analysis for all instruments on the Government Policy variable, the r value is 0.160. Thus, it can be concluded that the 4 questions on the Government Policy variable are considered valid. This shows that each question used in the research instrument gives valid results.

Table 2
Validity X

NO	Calculate r Value	r Value Table	Ket
1	0.455	0.258	Data Valid
2	0.473	0.258	Data Valid
3	0.561	0.258	Data Valid
4	0.752	0.258	Data Valid

Based on the table presented, the Pearson moment correlation value for each question is 0.258, with a significance level of 5% and the number of samples (n) as many as 56. If the validity value exceeds 0.258 then each question is considered valid. From the results of the validity analysis for all instruments on the Purchase Decision variable, the r value is 0.258. Thus, it can be concluded that the 4 questions on the Social Entrepreneurship Development variable are considered valid. This shows that each question used in the research instrument gives valid results.

Table 3
Validity y

NO	Calculate r Value	r Value Table	Ket
1	0.420	0.258	Data Valid
2	0.457	0.258	Data Valid
3	0.455	0.258	Data Valid
4	0.450	0.258	Data Valid

Reliability Test

According to the explanation given by Ghozali (2018) on page 107, the multicollinearity test aims to test whether there is a significant relationship between independent variables in a regression model. This approach aims to evaluate the strength of the correlation between independent variables, which if too strong, can affect the interpretation of the results of the regression analysis as a whole.

An assessment of the Customer Government Policy variable shows that Cronbach's alpha has a value above 0.60, which indicates that the instrument used to measure the variable has reached a sufficient level of confidence and reliability. In other words, the measuring tool can be relied on to provide consistent and trustworthy results. Meanwhile, for the Social Entrepreneurship Development variable, the results of the analysis showed that Cronbach's alpha value also exceeded 0.60. This confirms that the instrument used in measuring these variables has an adequate level of confidence and reliability, so that it can be relied on in providing consistent and trustworthy data.

Table 4
Reliability Test

Variable	Cronbach's Alpha	Critical Value	Ket
Policy implementation	0.590 >	0,6	Declared Reliable
Development of Social Entrepreneurship	0.599 >	0,6	Declared Reliable

Test T

The T test, or Test T, is a statistical technique used to test the validity of a null hypothesis. The null hypothesis states that there is no significant difference between the two averages of randomly drawn samples from the same population. In essence, the T test helps in determining whether the observed differences between the two samples are statistically significant or may be a mere coincidence. Using the T-test, we can evaluate whether the observed differences are indeed due to relevant factors in the population, or whether they are simply the result of luck. This is a critical stage in statistical analysis that helps ensure the accuracy and validity of the conclusions drawn from the observed sample data

The results contained in the table show that the significance value for the Policy Implementation variable is 0.000, which is statistically significant because the value is less than the predetermined significance level, which is 0.05. Thus, the conclusion is that the Policy Implementation variable (X) has a significant influence on the Social Entrepreneurship Development variable (Y). Therefore, the hypothesis is strongly acceptable due to its low significance value, suggesting that the Layout variable has a real impact on the Purchase Decision.

Table 5
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Mr.
	B	Std. Error	Beta		
1 (Constant)	6.144	1.007		6.103	.000
x2 development	.452	.082	.599	5.500	.000

a. Dependent Variable: Policy x1

Discussion ResultsThe purpose of this study is to explore the impact of Government Policy variables on Social Entrepreneurship Development. In order to answer this research question, the researcher formulated a hypothesis which was then tested through analysis using SPSS statistical software version 23. The data collection method used in this study is through the use of questionnaires that have been specially adapted to suit the context and objectives of this research.

This approach was chosen to ensure that the collected data can provide a comprehensive and representative picture of respondents' perceptions and preferences related to Government Policy variables and their impact on Social Entrepreneurship Development. **Hypothesis**Consideration of the hypothesis that claims a significant influence of the Government Policy Implementation variable on the Development of Social Entrepreneurship can be expanded by referring to several related research findings. The analysis that shows a significant positive influence of the Policy Implementation variable on the Development of Social Entrepreneurship can be supported by several previous studies.

The consistency of these findings provides strong support for the hypothesis in this study, confirming that the variable of government Policy Implementation does have a meaningful impact on the development of social entrepreneurship in making purchasing decisions. Through a deeper understanding of the relationship between government policies found in previous studies, this study can enrich the literature by adding additional empirical evidence that strengthens our understanding of the factors that influence consumer behavior in the context of purchases.

Conclusion

Government policy variables have a significant influence on the development of social entrepreneurship. Support for this hypothesis was found through data analysis using SPSS statistical software version 23, which showed a significant positive influence of variables on purchase decisions. These findings make an important contribution to our understanding of the factors that influence the development of social entrepreneurship in context. The results can be used as a basis for the development of social entrepreneurship more effectively, especially in the government in issuing entrepreneurship policies that can increase the development of social entrepreneurship in the city of Makassar.

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Analisis Perbedaan Stres Kerja ditinjau dari Jenis Kelamin pada Karyawan PT. Ciomas Adi Satwa Unit Pabelan

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ABSTRACTS

The purpose of this research is to analyze the differences in work stress levels based on gender among employees at PT. Ciomas Adisatwa Pabelan unit. The research method used is a quantitative approach with a comparative descriptive research design, where data were collected through questionnaires from 60 respondents consisting of 21 female employees and 39 male employees. Data analysis was conducted using descriptive statistical tests, normality tests, and independent t-tests to see the differences between the two groups. The research results indicate that there is no significant difference in work stress levels between female and male employees, and the stress levels in men are higher compared to women. These findings contradict several previous studies that showed women are more prone to experiencing work stress than men. The conclusion of this study is that gender may not be the only determinant of work stress levels, and it is necessary to consider other factors such as job type and organizational culture in future research, as well as to take into account biological, psychological, and socio-cultural factors in addressing work stress in the workplace.

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Pendahuluan

Gender adalah suatu konsep kultural yang dipakai untuk membedakan peran, perilaku, mentalitas, dan karakteristik emosional antara laki-laki dan perempuan yang berkembang dalam masyarakat. Menurut Fakih (2008: 8) mendefinisikan gender sebagai suatu sifat yang melekat pada kaum laki-laki maupun perempuan yang dikonstruksi secara sosial dan kultural. Selanjutnya, yang dimaksud dengan gender adalah cara pandang atau persepsi manusia terhadap perempuan atau laki-laki yang bukan didasarkan pada perbedaan jenis kelamin secara kodrat biologis. Gender dalam segala aspek kehidupan manusia mengkreasi perbedaan antara perempuan dan laki-laki termasuk kreasi sosial kedudukan perempuan yang lebih rendah dari pada laki-laki. Pernyataan bahwa "gender perempuan lebih rendah dari laki-laki" sering merujuk pada ketidaksetaraan gender yang terjadi di berbagai aspek kehidupan, seperti ekonomi, sosial, pendidikan, dan politik. Dalam banyak masyarakat, perempuan sering mengalami diskriminasi dan memiliki akses yang lebih terbatas dibandingkan laki-laki dalam hal kesempatan kerja, gaji, pendidikan, peran kepemimpinan, dan hak-hak lainnya.

Namun, penting untuk dicatat bahwa konsep ini tidak berarti perempuan secara intrinsik lebih rendah atau kurang berharga daripada laki-laki. Ini lebih menggambarkan realitas sosial dan struktural yang mencerminkan norma budaya, stereotip, dan sistem patriarki yang telah berlangsung lama, di mana laki-laki secara historis memiliki posisi yang lebih dominan atau

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lebih berkuasa. Stereotip gender merupakan masalah yang masih perlu ditinjau kembali hingga saat ini. Stereotip gender adalah gagasan yang memberikan karakteristik, peran, atau atribut tertentu kepada seseorang hanya berdasarkan jenis kelaminnya. Stereotip gender dapat membatasi perkembangan bakat, kemampuan, dan peluang hidup seseorang. Contoh bentuk stereotip gender yang hingga saat ini masih terus terjadi adalah pemikiran penentuan pekerjaan yang berkaitan dengan perawatan seperti perawat, guru, atau pekerja sosial yang sering diasosiasikan dengan wanita. Sedangkan pekerjaan di bidang sains, teknologi, teknik, dan matematika lebih sering diasosiasikan dengan pria.

Stereotip gender juga terjadi dalam keseimbangan kehidupan kerja, contohnya seperti wanita dianggap lebih mudah terdampak stres kerja dibanding dengan laki-laki, hal tersebut dikarenakan dalam kehidupan wanita berkaitan dengan peran ganda, ekspektasi sosial, dan kondisi tempat kerja yang masih bias terhadap gender. Data menunjukkan bahwa wanita sering kali menerima gaji yang lebih rendah dibandingkan pria untuk pekerjaan yang setara atau dengan tingkat tanggung jawab yang sama. Selain itu, wanita juga kurang mendapatkan kesempatan untuk dipromosikan ke posisi manajerial atau kepemimpinan dibandingkan rekan pria mereka. Hambatan ini sering disebabkan oleh stereotip gender, bias tidak sadar, dan diskriminasi yang masih ada di lingkungan kerja. Kesetaraan gender saat ini menjadi salah satu upaya untuk membatasi terjadinya stereotip gender. Kesetaraan gender di tempat kerja berarti memastikan bahwa pria dan wanita memiliki hak, peluang, dan perlakuan yang sama dalam semua aspek pekerjaan.

Perubahan yang terjadi dapat dilihat dari perubahan sosial dan keterlibatan wanita di tempat kerja. Peran wanita di dunia kerja telah mengalami perubahan signifikan, hal ini dilihat dari semakin banyaknya wanita yang terlibat dalam angkatan kerja, menduduki posisi kepemimpinan, dan berkontribusi terhadap perkembangan ekonomi global. Hal lain dilihat dari kesempatan wanita memiliki peluang yang sama dengan pria untuk dipromosikan ke posisi kepemimpinan atau manajerial. Kesetaraan gender berarti bahwa evaluasi untuk promosi didasarkan pada kinerja, keterampilan, dan potensi, bukan pada stereotip atau bias gender. Pada proses rekrutmen, perusahaan menghindari bahasa yang bias gender dalam iklan pekerjaan dan memastikan bahwa kandidat dievaluasi berdasarkan keterampilan dan kualifikasi mereka, bukan berdasarkan jenis kelamin. Pada proses pengupahan, pria dan wanita menerima gaji yang sama untuk pekerjaan dengan tanggung jawab, keterampilan, dan pengalaman yang setara. Misalnya, jika seorang wanita dan seorang pria bekerja dalam posisi yang sama dengan kualifikasi yang serupa, keduanya harus mendapatkan upah yang setara tanpa ada perbedaan berdasarkan jenis kelamin.

Pada proses hak cuti perusahaan menyediakan kebijakan cuti orang tua yang adil dan setara, di mana baik ibu maupun ayah bisa mengambil cuti untuk merawat anak baru lahir. Misalnya, cuti melahirkan tidak hanya diberikan kepada ibu tetapi juga cuti ayah (paternity leave) yang memadai untuk memungkinkan peran yang setara dalam pengasuhan anak. Pada budaya kerja anti diskriminasi dan pelecehan, perusahaan menciptakan lingkungan kerja di mana semua karyawan merasa dihormati dan aman, tanpa takut menghadapi diskriminasi atau pelecehan karena jenis kelamin mereka. Pada hak pengakuan dan penghargaan, perusahaan memastikan bahwa kontribusi dan pencapaian setiap karyawan dihargai secara adil, terlepas dari jenis kelamin mereka. Wanita yang berhasil mencapai target atau melakukan inovasi diakui dengan penghargaan yang setara dengan pria. Bonus, promosi, dan kenaikan gaji diberikan berdasarkan kinerja individu dan kontribusi terhadap perusahaan, bukan didasarkan pada bias gender atau stereotip. Pada hak pelatihan, organisasi menyediakan pelatihan untuk semua karyawan, termasuk manajer, tentang bias gender, keragaman, dan inklusi. Ini membantu mengurangi stereotip dan bias tidak sadar dalam pengambilan keputusan yang berkaitan dengan rekrutmen, promosi, dan evaluasi kinerja.

Dalam era globalisasi dan persaingan bisnis yang semakin ketat, perusahaan dituntut untuk dapat meningkatkan produktivitas dan efisiensi kerja. Salah satu faktor yang dapat

mempengaruhi kinerja karyawan adalah stres kerja. Stres merupakan hal pasti yang akan dialami dan sulit dihindari dalam kehidupan sehari-hari, bahkan Seyle (1976, dalam Ridner, 2004) menyebutkan bahwa tanpa adanya stres, maka tidak akan ada kehidupan. Stres kerja merupakan salah satu isu yang paling banyak ditemui di berbagai lingkungan kerja, baik di sektor formal maupun informal. Menurut Parker dan DeCotiis (1983), stres kerja merupakan kesadaran individu atau perasaan disfungsi personal akibat kondisi yang dirasakan di tempat kerja. Menurut Handoko (2008), stres kerja adalah suatu keadaan yang dialami seseorang dalam bekerja dan keadaan itu sangat tidak menyenangkan. Hal ini dikarenakan adanya suatu kondisi ketegangan yang mempengaruhi emosi, proses berpikir dan kondisi seseorang, sehingga hal tersebut akan menimbulkan berbagai macam gejala stres baik gejala fisik maupun mental yang akhirnya mengganggu pelaksanaan kerja. Sinambela (2017), mengemukakan bahwa stres kerja adalah perasaan tertekan yang dialami karyawan dalam menghadapi pekerjaan. Stres kerja ini tampak dari tampilan diri, antara lain emosi tidak stabil, perasaan tidak tenang, suka menyendiri, sulit tidur, merokok yang berlebihan, tidak bisa relaks, cemas, tegang, gugup, tekanan darah meningkat dan mengalami gangguan pencernaan.

Schult & Schult (dalam Asnawi, 1999), mengatakan bahwa stres kerja merupakan gejala psikologis yang dirasakan mengganggu dalam pelaksanaan tugas sehingga dapat mengancam eksistensi diri dan kesejahteraannya. Menurut Veithzal Rivai (2014:724), Stres adalah suatu kondisi ketegangan yang menciptakan adanya ketidakseimbangan fisik dan psikis, yang mempengaruhi emosi, proses berpikir dan kondisi seorang karyawan. Sedangkan menurut Mittal & Bhakar (2018), stres kerja adalah persepsi atau perasaan ketidakmampuan seseorang yang disebabkan oleh peristiwa di lingkungan kerja. Stres kerja dapat berdampak signifikan terhadap kesehatan mental, fisik, dan produktivitas karyawan. Dalam dunia kerja yang semakin kompetitif, karyawan sering kali dihadapkan pada tekanan yang tinggi untuk memenuhi target, mencapai hasil maksimal, serta menjaga produktivitas yang stabil. Fenomena stres kerja dapat terjadi pada siapa saja, tanpa memandang jabatan atau jenis pekerjaan yang mereka lakukan serta jenis kelamin.

Stres kerja biasanya muncul sebagai respons terhadap tuntutan pekerjaan yang dirasa melebihi kapasitas atau kemampuan individu untuk mengatasinya. Menurut Robbins dan Judge (2008) ada tiga faktor yang menjadi pemicu terjadinya stres kerja yaitu, faktor lingkungan, organisasi, dan individu. Faktor stres kerja berdasarkan faktor lingkungan mengacu pada elemen-elemen dalam lingkungan kerja yang dapat memicu atau meningkatkan tingkat stres pada karyawan. Faktor ini terkait dengan kondisi fisik dan sosial tempat kerja yang mempengaruhi kenyamanan dan kesejahteraan individu selama menjalankan pekerjaan mereka. Faktor kedua adalah faktor organisasi mengacu pada elemen-elemen yang berasal dari kebijakan, struktur, budaya, serta cara pengelolaan organisasi yang dapat memengaruhi tingkat stres karyawan. Faktor ini berkaitan dengan bagaimana sebuah organisasi mengatur pekerjaan, peran karyawan, serta lingkungan profesionalnya. Faktor stres kerja yang terakhir adalah faktor individu yang merujuk pada aspek-aspek yang berasal dari karakteristik, kepribadian, dan kondisi pribadi karyawan yang mempengaruhi bagaimana mereka merespons tekanan atau tuntutan di tempat kerja. Faktor ini sangat dipengaruhi oleh perbedaan individu dalam hal kemampuan mengelola stres, persepsi terhadap stres, serta kondisi fisik dan emosional.

Menurut Sukoco (2014), jenis stres dapat dibagi menjadi dua macam yaitu, distress dan eustress. Distress merupakan jenis stres negatif yang sifatnya mengganggu individu yang mengalaminya, sedangkan eustress adalah jenis stres yang sifatnya positif atau membangun yang dialami oleh individu. Pada umumnya stres yang dirasakan individu merupakan stres yang negatif yang akan muncul dalam bentuk gejala fisik dan gejala perilaku. Potensi stres akan berubah menjadi stres aktual bila faktor-faktor pendorong stres tersebut berkembang. Walaupun sumber stres bagi setiap individu adalah sama, tetapi muncul tidaknya stres maupun tinggi rendahnya tingkat stres tergantung pada perbedaan individual (Sunyoto 2001:35). Dari definisi tersebut jelas bahwa tingkat stres seseorang berbeda. Perbedaan tingkat pekerjaan juga sangat berpengaruh terhadap stres kerja seorang karyawan.

Berdasarkan hakikat kesetaraan dan keadilan gender terdapat kesamaan kondisi bagi pria maupun wanita untuk memperoleh kesempatan serta hak-haknya sebagai manusia, agar mampu berperan dan berpartisipasi dalam segala kegiatan pembangunan. Gender adalah suatu konsep kultural yang dipakai untuk membedakan peran, perilaku, mentalitas, dan karakteristik emosional antara laki-laki dan perempuan yang berkembang dalam Masyarakat. Hal ini berarti termasuk melaksanakan peran dan tanggungjawab sebagai karyawan perusahaan sesuai dengan keadilan struktural di dalam organisasi. Stres kerja merupakan salah satu fenomena yang umum terjadi di lingkungan kerja dan dapat memengaruhi kinerja serta kesejahteraan karyawan. Tingkat stres yang tinggi sering kali menjadi penyebab menurunnya produktivitas, meningkatnya ketidakhadiran, serta berkurangnya motivasi karyawan. Kondisi ini dapat terjadi di berbagai sektor industri, termasuk di perusahaan yang bergerak di bidang produksi seperti PT. Ciomas Adisatwa unit Pabelan. Hal ini diterangkan dalam penelitian oleh Berlian, TC & Efnita (2024), yaitu karyawan PT. Ciomas Adisatwa unit Pabelan tidak jarang mengalami stres kerja. Peneliti menemukan bahwa dalam jangka waktu 18 bulan, terjadi 75 kali resign karyawan.

PT Ciomas Adisatwa merupakan perusahaan yang bergerak di bidang pengolahan makanan, dengan lingkungan kerja yang dinamis dan tuntutan pekerjaan yang tinggi. Para karyawan di perusahaan ini dihadapkan pada berbagai tekanan, baik dari segi target kerja yang ketat, jam kerja yang panjang, hingga kompleksitas tugas yang harus diselesaikan. Situasi ini memungkinkan timbulnya stres kerja yang berbeda-beda di antara karyawan. Menurut penelitian Berlian, TC & Efnita (2024), terdapat hubungan yang positif antara stres kerja dengan turnover intention. Stres kerja yang tinggi membuat tingginya keinginan karyawan untuk keluar dari perusahaan. Selain faktor-faktor yang berhubungan dengan pekerjaan, perbedaan karakteristik individu seperti jenis kelamin juga diduga dapat memengaruhi tingkat stres kerja. Beberapa penelitian menunjukkan bahwa pria dan wanita mungkin mengalami stres kerja dengan cara yang berbeda, disebabkan oleh perbedaan dalam persepsi, respon, serta strategi coping yang digunakan dalam menghadapi tekanan di tempat kerja. Wanita, misalnya, sering kali dihadapkan pada dilema antara tanggung jawab pekerjaan dan peran ganda di rumah, sedangkan pria mungkin lebih terfokus pada tuntutan profesional dan tanggung jawab ekonomi.

Berdasarkan latar belakang yang telah dijelaskan, peneliti tertarik untuk melakukan penelitian dengan judul, “Analisis Perbedaan Stres Kerja Ditinjau Dari Jenis Kelamin Pada Karyawan PT. Ciomas Adisatwa unit Pabelan”. Adapun tujuan dari penelitian ini untuk mengetahui apakah stres kerja karyawan wanita lebih tinggi jika dibandingkan dengan stres kerja karyawan pria di PT. Ciomas Adisatwa unit Pabelan dan untuk mengetahui apakah ada perbedaan yang signifikan antara stres kerja karyawan wanita dan pria pada di PT. Ciomas Adisatwa unit Pabelan. Sedangkan manfaat dari penelitian ini diharapkan dapat memperkaya literatur mengenai stres kerja yang dialami karyawan ditinjau dari jenis kelamin. Memberikan kontribusi pada pengembangan ilmu psikologi industri dan organisasi, khususnya dalam kajian stres kerja dan perbedaan gender. Bagi PT. Ciomas Adisatwa unit Pabelan diharapkan dapat memberikan gambaran mengenai kondisi stres kerja karyawan berdasarkan jenis kelamin. Menjadi dasar dalam pengembangan program manajemen stres yang efektif dan sensitif gender serta membantu meningkatkan produktivitas dan kesejahteraan karyawan melalui pengelolaan stres kerja yang lebih baik. Hipotesis pada penelitian ini adalah terdapat perbedaan stres kerja yang signifikan pada karyawan wanita dan pria di PT. Ciomas Adisatwa Unit Pabelan.

Metode Penelitian

Penelitian ini menggunakan pendekatan kuantitatif, dimana dalam penelitian ini banyak menggunakan angka-angka, mulai dari pengumpulan data, penafsiran terhadap data, serta penampilan dari hasil data (Arikunto, 2010: 90). Desain penelitian yang digunakan adalah deskriptif komparatif atau perbedaan, komparatif merupakan suatu analisis yang digunakan untuk mengetahui perbedaan antara dua variabel (data) atau lebih (Syofian Siregar 2013:176).

Desain penelitian komparatif bertujuan untuk menggambarkan dan membandingkan dua atau lebih kelompok atau variabel. Dalam penelitian ini, data yang dikumpulkan dianalisis secara statistik untuk menentukan apakah ada perbedaan yang signifikan antara kelompok atau variabel yang dibandingkan. Tujuan penelitian ini adalah untuk mengetahui perbedaan stres kerja yang terjadi pada wanita dan pria yang merupakan kategori penelitian komparatif. Pada penelitian ini menggunakan stres kerja sebagai variabel dependen atau Y, sedangkan jenis kelamin merupakan variabel independen atau X.

Penelitian ini melibatkan seluruh karyawan PT. Ciomas Adisatwa, termasuk pekerja outsourcing. Penelitian ini menggunakan metode pengambilan sampel non-probability sampling, penentuan sampel bergantung pada kebetulan, yang berarti siapa pun dapat diambil sebagai sampel jika sesuai dengan sumber data (Sugiyono, 2011). Penelitian ini mengambil subjek sebanyak 60 karyawan PT. Ciomas Adisatwa unit Pabelan yang bekerja baik setiap hari maupun setiap bulan. Untuk mengukur stres kerja pada penelitian ini menggunakan kuesioner sebagai metode pengumpulan data. Teknik pengumpulan data pada penelitian ini menggunakan kuesioner yang disusun berdasarkan teori konsep dari Parker dan DeCotiis (1983). Alat ukur yang digunakan adalah *Job Stress Scales (JSS)*. Alat ini di adopsi dari penelitian sebelumnya yang dilakukan oleh Heriza Salva Hasna (2024) yang berjudul “Hubungan antara Stres Kerja dan Beban Kerja pada Staf Konsulat Jenderal Republik Indonesia Malaysia di Kota X”. Skala stres kerja ini terdiri dari dua dimensi, yaitu tekanan waktu dan kecemasan. Skala ini memiliki 13 item dengan korelasi total item yang berkisar antara 0.71 – 0.82 dan nilai reliabilitas 0.85 (Al-Ghamdi, 2017). Kemudian diketahui juga reliabilitas alat ukur yang dihitung oleh peneliti mendapatkan nilai sebesar 0.862.

Metode analisis data adalah kegiatan mengolah data untuk mengevaluasi hasil penelitian guna memvalidasi kesimpulan penelitian. Pemaparan lain mengenai metode analisis data merupakan salah satu cara yang digunakan setelah data dari seluruh responden atau sumber data lain terkumpul. Kegiatan dalam analisis data adalah mengolompokkan data berdasarkan variabel dari jenis responden, mentabulasi data berdasarkan variabel dari seluruh responden, menyajikan data tiap variabel yang diteliti, melakukan perhitungan untuk menjawab rumusan masalah, dan melakukan perhitungan untuk menguji hipotesis yang telah diajukan (Sugiyono, 2009:147). Metode analisis data yang digunakan pada penelitian ini adalah uji statistik deskriptif (menghitung mean, median, modus, standar deviasi, dan range untuk skor stres kerja) dengan *Microsoft Excel* untuk menggambarkan karakteristik sampel dan tingkat stres kerja. Dan Uji normalitas menggunakan teknik statistik uji *Kolmogorov-Smirnov Goodnes of Fit Test* dan juga dilakukan Uji-t independent menggunakan *Statistical Package for Social Science (SPSS)* versi 25 untuk membandingkan tingkat stres kerja antara karyawan wanita dan pria.

Hasil dan Pembahasan

Penelitian ini dilakukan di PT. Ciomas Adisatwa unit Pabelan, yang beralamat di Jl. Patimura Km 6, Kauman Lor, Pabelan, Kab Semarang, Getas, Kauman Lor, Kec. Pabelan, Kabupaten Semarang, Jawa Tengah. Pengambilan data dilakukan dengan menyebarkan kuesioner secara online melalui google form dengan total subjek sebanyak 60 responden. Berdasarkan hasil kuesioner yang telah subjek kerjakan, maka akan disajikan tabel mengenai data responden seperti yang dijelaskan berikut ini:

Karakteristik responden berdasarkan jenis kelamin

Penyajian data ini merupakan hasil dari data responden berdasarkan jenis kelamin di PT. Ciomas Adisatwa unit Pabelan, yang dapat dilihat berdasarkan tabel berikut :

Tabel 1. Jenis kelamin responden

Data Demografi	Kategori	Jumlah Subjek	Persentase
Jenis Kelamin	Wanita	21	35%
	Pria	39	65%
Total		60	100%

Berdasarkan tabel di atas dapat diketahui bahwa sebanyak 35% yang menjawab kuesioner penelitian merupakan karyawan Wanita, sedangkan 65% merupakan karyawan pria di PT. Ciomas Adisatwa unit Pabelan.

Karakteristik responden berdasarkan bagian pekerjaan

Penyajian data ini merupakan hasil dari data responden berdasarkan bagian pekerjaan di PT. Ciomas Adisatwa unit Pabelan, yang dapat dilihat berdasarkan tabel berikut :

Tabel 2. Bagian pekerjaan responden

Bagian Pekerjaan	Jumlah Subjek	Persentase
PGA	11	18,33%
Marketing	9	15%
Ekspedisi	4	6,67%
Teknik	2	3,33%
Produksi	21	35%
PPIC	3	5%
FnA	2	3,33%
Gudang	1	1,67%
QA	4	6,67%
IT	1	1,67%
Purchasing	2	3,33%
Total	60	100%

Berdasarkan tabel di atas dapat diketahui bahwa sebanyak 18,33% yang menjawab kuesioner penelitian merupakan bagian PGA, 15% dari bagian marketing, 6,67% dari bagian ekspedisi, 3,33% dari bagian teknik, 35% dari bagian produksi, 5% dari bagian PPIC, 3,33% dari bagian FnA, 1,67% dari bagian gudang, 6,67% dari bagian QA, 1,67% dari bagian IT, dan 3,33% dari bagian di PT. Ciomas Adisatwa unit Pabelan.

Karakteristik responden berdasarkan lama bekerja

Penyajian data ini merupakan hasil dari data responden berdasarkan lama bekerja di PT. Ciomas Adisatwa unit Pabelan, yang dapat dilihat berdasarkan tabel berikut :

Tabel 3. Lama bekerja responden

Lama Bekerja	Jumlah Subjek	Persentase
Kurang dari 1 tahun	11	18,33%
Kurang dari 5 tahun	33	55%
Kurang dari 10 tahun	10	16,67%
Lebih dari 10 tahun	9	10%
Total	60	100%

Berdasarkan tabel di atas dapat diketahui bahwa sebanyak 18,33% yang menjawab kuesioner penelitian merupakan karyawan yang telah bekerja selama kurang dari 1 tahun, 55% merupakan karyawan yang telah bekerja selama kurang dari 5 tahun, 16,67% merupakan karyawan yang telah bekerja selama kurang dari 10 tahun, dan 10% merupakan karyawan yang telah bekerja selama lebih dari 10 tahun di PT. Ciomas Adisatwa unit Pabelan.

Deskripsi data penelitian

Berdasarkan hasil penelitian yang telah dilakukan terhadap 60 responden pada PT. Ciomas Adisatwa unit Pabelan melalui penyebaran kuesioner, untuk mendapatkan kecenderungan jawaban terhadap masing-masing variabel akan didasarkan pada rentang skor jawaban sebagai berikut :

1. Stres kerja berdasarkan tekanan waktu

Tanggapan responden karyawan wanita tentang stres kerja dapat dilihat pada tabel berikut :

Tabel 4. Tanggapan responden wanita berdasarkan tekanan waktu

No	Pertanyaan	Skor				Jumlah
		SS	S	TS	STS	
1	X2	7	6	7	1	21
2	X4	5	4	12	0	21
3	X6	9	6	6	0	21
4	X5	5	5	11	0	21
5	X9	9	8	4	0	21
6	X10	9	5	4	3	21
7	X12	11	6	4	0	21

Tanggapan responden karyawan pria tentang stres kerja dapat dilihat pada tabel berikut :

Tabel 5. Tanggapan responden pria berdasarkan tekanan waktu

No	Pertanyaan	Skor				Jumlah
		SS	S	TS	STS	
1	X2	13	13	12	1	39
2	X4	13	13	13	0	39
3	X6	16	18	5	0	39
4	X5	16	10	11	2	39
5	X9	16	12	10	1	39
6	X10	11	16	8	4	39
7	X12	16	17	6	0	39

2. Stres kerja berdasarkan kecemasan

Tanggapan responden karyawan wanita tentang stres kerja dapat dilihat pada tabel berikut :

Tabel 6. Tanggapan responden wanita berdasarkan kecemasan

No	Pertanyaan	Skor				Jumlah
		SS	S	TS	STS	
1	X1	2	2	10	7	21
2	X7	6	4	5	6	21
3	X10	9	5	4	3	21

Tanggapan responden karyawan pria tentang stres kerja dapat dilihat pada tabel berikut :

Tabel 7. Tanggapan responden pria berdasarkan kecemasan

No	Pertanyaan	Skor				Jumlah
		SS	S	TS	STS	
1	X1	7	10	13	9	39
2	X7	9	8	11	11	39
3	X10	11	16	8	4	39

3. Hasil deskripsi perbandingan stres kerja karyawan wanita dan karyawan pria

Tabel 8. Perbandingan stres kerja wanita dan pria

Karyawan Wanita	Indikator	Pertanyaan	Skor Jawaban	Skor Total	Persentase
	Tekanan waktu	X2	61	84	72,6%
		X4	56	84	66,6%
		X6	66	84	78,5%
		X5	57	84	67,8%
		X9	68	84	80,9%
		X10	62	84	73,8%
		X12	70	84	83,3%
	Kecemasan	X1	41	84	48,8%
		X7	52	84	61,9%
		X11	67	84	79,7%
		X3	57	84	67,8%
		X8	64	84	76,1%
		X13	64	84	76,1%
Karyawan Pria	Indikator	Pertanyaan	Skor Jawaban	Skor Total	Persentase
	Tekanan waktu	X2	116	156	74,3%
		X4	117	156	75%
		X6	128	156	82%
		X5	118	156	75,6%
		X9	121	156	77,5%
		X10	112	156	71,7%
		X12	121	156	77,5%
	Kecemasan	X1	93	156	59,6%
		X7	93	156	59,6%
		X11	127	156	81,4%
		X3	109	156	64,1%
		X8	113	156	72,4%
		X13	124	156	79,4%

Penjelasan tentang hasil deskripsi perbandingan stres kerja karyawan wanita dan pria dengan melihat persentase indikator masing-masing maka dinyatakan karyawan pria mempunyai persentase stres kerja yang lebih tinggi dibandingkan karyawan wanita. Stres kerja berdasarkan tekanan waktu berdasarkan indikator stres kerja yaitu tekanan waktu yang dialami oleh karyawan didapatkan hasil bahwa stres kerja yang dialami pria lebih tinggi dibandingkan stres kerja yang dialami oleh wanita. Hal ini terlihat dari hasil rata-rata skor yang dipaparkan lewat pertanyaan nomor 2,4,6,5,9,10, dan 12 dimana persentase pria mendapatkan skor stres kerja yaitu 76,23% sedangkan pada wanita mendapatkan skor stres kerja 74,79%. Stres kerja berdasarkan kecemasan, berdasarkan indikator stres kerja yaitu kecemasan yang dialami oleh karyawan didapatkan hasil bahwa stres kerja yang dialami pria lebih tinggi dibandingkan stres kerja yang dialami oleh wanita. Hal ini terlihat dari hasil rata-rata skor yang dipaparkan lewat pertanyaan nomor 1,7,11,3,8 dan 13 dimana persentase pria mendapatkan skor stres kerja yaitu 69,42% sedangkan pada wanita mendapatkan skor stres kerja 68,40%.

Metode Pengolahan Data

1. Uji Normalitas

Uji normalitas dilakukan untuk mengetahui apakah data yang dimiliki berdistribusi normal atau tidak. Pada penelitian ini digunakan metode *Kolmogorov-Smirnov* dengan catatan variabel dianggap normal jika nilai signifikansi p lebih besar dari 0,05. Di bawah ini adalah hasil uji normalitas:

One-Sample Kolmogorov-Smirnov Test		
		Stres Kerja
N		60
Normal Parameters ^{a,b}	Mean	37.95
	Std. Deviation	5.765
Most Extreme Differences	Absolute	.120
	Positive	.120
	Negative	-.103
Test Statistic		.120
Asymp. Sig. (2-tailed)		.031 ^c

Pada data kolom stres kerja dari uji normalitas data *Kolmogorov-Smirnov* mendapatkan hasil sebesar 0,31 yang artinya hasil tersebut lebih besar dari 0,05. Sesuai dengan kriteria pengujian dapat dikatakan bahwa data tersebut berdistribusi normal.

2. Uji t independent

Pada tahap ini akan dilakukan analisis komparatif antara tingkat stres kerja karyawan wanita dan pria dengan menggunakan uji t sampel bebas. Dibawah ini adalah hasil uji t independent :

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Stres Kerja	Equal variances assumed	.491	.486	-.558	58	.579	-.875	1.570	-4.017	2.266
	Equal variances not assumed			-.582	46.194	.564	-.875	1.505	-3.905	2.154

Dari hasil di atas, maka diperoleh nilai Sig. (2-tailed) 0.579 dengan melihat hasil tersebut bisa diambil keputusan bahwa tidak terdapat perbedaan yang signifikan stres kerja pada karyawan wanita dan pria, hal tersebut karena 0.579 lebih besar dari 0.05. Dapat disimpulkan bahwa tidak terdapat perbedaan yang signifikan stres kerja antara karyawan wanita dan karyawan pria

Hasil penelitian ini menunjukkan tidak ada perbedaan tingkat stres kerja yang signifikan antara karyawan wanita dan pria. Hal ini bertentangan dengan temuan dari penelitian terdahulu seperti yang diungkapkan oleh Haar et al. (2021). Berdasarkan hasil penelitian, stres kerja pada pria cenderung lebih tinggi dari pada wanita, namun keduanya memiliki Tingkat stres yang tinggi. Perbedaan ini dapat dijelaskan melalui beberapa faktor seperti tekanan sebagai pencari nafkah utama. Di banyak budaya, pria masih dianggap sebagai pencari nafkah utama keluarga, yang bisa menimbulkan tekanan finansial lebih besar. Ekspektasi sosial yaitu masyarakat sering mengharapkan pria untuk selalu terlihat kuat dan tidak menunjukkan kelemahan, termasuk stres. Kurangnya dukungan sosial, contohnya pria cenderung memiliki jaringan dukungan sosial yang lebih kecil dan kurang terbuka tentang masalah mereka. Pria lebih cenderung terlibat dalam perilaku berisiko atau tidak sehat sebagai cara mengatasi stres. Beberapa pria juga mengalami kesulitan menyeimbangkan karir dan kehidupan pribadi. Keadaan ditempat yang sangat kompetitif, terutama di bidang yang didominasi pria. Serta perbedaan cara menangani stress yang kurang efektif.

Berdasarkan hasil penelitian didapatkan fakta bahwa hipotesis penelitian yaitu terdapat perbedaan stres kerja yang signifikan pada karyawan wanita dan pria di PT. Ciomas Adisatwa Unit Pabelan, ditolak. Hal ini menunjukkan bahwa tidak terdapat perbedaan stres kerja yang signifikan antara karyawan wanita dan pria. Penelitian sebelumnya mungkin dilakukan dalam konteks budaya dan waktu yang berbeda, di mana peran gender dan ekspektasi sosial terhadap pria dan wanita sangat mempengaruhi tingkat stres kerja. Sementara itu, dalam penelitian ini, konteks organisasi yang lebih modern dengan kebijakan kerja yang lebih fleksibel dan inklusif mungkin telah mengurangi dampak perbedaan gender terhadap stres kerja. Perubahan dinamika di tempat kerja yaitu kesetaraan peran, Dimana tempat kerja modern cenderung lebih setara dalam hal peran dan tanggung jawab antara pria dan wanita. Kebijakan non-diskriminatif yang artinya banyak perusahaan telah menerapkan kebijakan yang mendorong kesetaraan gender, mengurangi potensi perbedaan stres berbasis gender. Perubahan ekspektasi sosial yaitu pergeseran norma gender, ekspektasi sosial terhadap peran gender di tempat kerja dan rumah

telah berubah, potensial mengurangi perbedaan stres berbasis gender. Peningkatan dukungan work-life balance, kebijakan yang mendukung keseimbangan kerja dan kehidupan untuk semua gender juga berpengaruh terhadap tingkat stress yang dialami karyawan.

Kesimpulan

Tidak adanya perbedaan signifikan dalam stres kerja antara wanita dan pria mencerminkan perubahan positif dalam kesetaraan di tempat kerja dan masyarakat. Namun, ini juga menunjukkan bahwa stres kerja adalah masalah universal yang memerlukan pendekatan holistik dan individual, terlepas dari gender. Pemahaman tentang stres kerja ini penting untuk pengembangan strategi manajemen stres yang efektif dan menciptakan lingkungan kerja yang lebih inklusif. Secara keseluruhan, temuan ini menekankan pentingnya pendekatan yang berbeda dalam manajemen stres kerja antara wanita dan pria. Perusahaan disarankan untuk merancang program pengelolaan stres dan memberikan dukungan yang tepat sesuai dengan kebutuhan masing-masing individu. Misalnya, menyediakan fasilitas dukungan emosional dan program keseimbangan kerja-hidup yang lebih baik untuk wanita, serta pelatihan manajemen stres dan keterampilan coping untuk pria. Diperlukan pendekatan holistik yang mempertimbangkan faktor biologis, psikologis, dan sosial-budaya dalam menangani stres kerja di tempat kerja.

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Airport Retail: A Growing Non-Aviation Enterprise Examining Influencers on Traveler Loyalty

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ABSTRACTS

The rising demand for air travel, which is expected to double by 2035, will likely lead to substantial growth in airport duty-free shopping. The IATA estimates that 7.2 billion passengers will travel by air by that time (IATA, 2016). A survey conducted at Lahore International Airport, based on 100 responses, revealed that perceived value, personality, service quality, and satisfaction are significant factors influencing traveler loyalty to duty-free shopping, with satisfaction playing a mediating role. Although this study is limited to one airport with a small sample size, future research should extend to other airports across Pakistan for broader applicability. These findings provide aviation professionals with valuable insights to enhance traveler loyalty and increase non-aviation revenue streams, leading to financial growth and optimization.

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Introduction

The escalating demand for air travel is poised to double in the forthcoming decades, a phenomenon underscored by Alexandre de Juniac in 2016. A survey conducted by the International Air Transport Association (IATA) predicts a substantial increase, projecting nearly 7.2 billion travellers by the year 2035—nearly double the 3.8 billion air travelers recorded in 2016 (IATA, 2016). Concurrently, this surge in air travel is anticipated to propel growth in airport duty-free shopping (Choi & Park, 2022). However, amidst this expansion, the airport shopping market faces intensified competition from various retail outlets such as department stores, local duty-free retailers, town shopping areas, and duty-free/retail stores within hotels (Ünder & Atalık, 2020). Airport duty-free shops, characterized by discounted prices compared to traditional retail and exemption from certain taxes, serve as an attractive shopping venue for customers during their flight wait times (Kim, Kim, & Asif, 2019). Recognizing the imminent doubling of air travel, airport practitioners are strategically seeking methods to enhance travelers' loyalty to duty-free shopping, aiming to boost airport revenue and optimize profit ratios (Taneja, 2023). Airport operators are proactively expanding their retail offerings in the non-aviation sector to encourage airport shopping, thereby maximizing profitability and revenue generation (Han, Yu, & Kim, 2018).

In alignment with previous research indicating that perceptions and perceived value influence satisfaction, subsequently impacting customer loyalty, this study aims to address research gaps

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by developing an enhanced framework for understanding traveler loyalty in the context of airport duty-free shopping (Quan & Gil-Cordero, 2021). Specifically, this research aims to explore the role of perceived value and personality in fostering traveler loyalty, with traveler satisfaction at airport duty-free shopping as a mediating variable. Additionally, the study seeks to uncover the amplified mediating impact of traveler satisfaction on loyalty. The subsequent section provides a comprehensive literature review and outlines the development of hypotheses. In addition to the existing insights on the growth of air travel and its implications for airport duty-free shopping, it is essential to consider the evolving landscape of consumer behavior in the context of travel retail (Keskinen, 2021). The rapid advancements in technology and the increasing prevalence of e-commerce have reshaped the way customers approach shopping experiences (Williams, 2019).

Integrating a digital perspective into the study could provide a comprehensive understanding of how online platforms, pre-order options, and virtual interactions might influence travelers' perceptions and loyalty in the duty-free shopping environment (Welté, Cayla, & Fischer, 2022). Furthermore, exploring the role of environmental sustainability and socially responsible practices within airport duty-free operations could be a valuable dimension to investigate. With global concerns about climate change and ethical consumerism on the rise, travelers may prioritize duty-free retailers who align with their values. Additionally, a cross-cultural analysis could offer valuable insights into how cultural differences impact travelers' preferences and loyalty toward duty-free shopping. Understanding these diverse factors can contribute to a more subtle and globally applicable framework for enhancing traveler loyalty in the dynamic realm of airport duty-free shopping (Alam, Yang, Bandara, & Ahmad, 2023). Airport duty-free shops face intensified competition from various retail outlets, including department stores and local duty-free retailers. To enhance traveler loyalty, airport practitioners are strategically exploring methods and expanding retail offerings. The evolving landscape of consumer behavior, influenced by technology and global concerns, poses challenges in meeting changing preferences. The study emphasizes the need for a nuanced understanding of personality traits and acknowledges limited research in this context. It also introduces a nuanced perspective on the relationship between customer satisfaction and loyalty, suggesting ongoing challenges and areas for improvement in the duty-free shopping experience. In summary, adapting to competition, technological changes, and diverse consumer expectations remains crucial for airport duty-free shops.

Literature Review and Theoretical Background

Retail therapy holds significant importance for both travelers and tourists, serving as a prime avenue for fulfilling personal and gifting needs (Lin & Chen, 2013). Specifically, in the realm of airport duty-free shopping, traveler satisfaction emerges as a crucial element in shaping the overall shopping experience. As a result, numerous studies have been conducted to explore and understand the dynamics of duty-free shopping at airports (Sohn & Lee, 2017).

Impact of perceived value on satisfaction

According to Zeithaml (1988, p. 14), perceived value is defined as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given." Recent research has focused on investigating perceived value and customer satisfaction to clarify the relationship between these variables. The findings indicate that a traveler's perceived value is mediated by their satisfaction (Eggert & Ulaga, 2002). Essentially, a traveler's overall assessment of duty-free shopping is influenced by their expectations and actual experiences. This perceived value, in turn, affects both traveler satisfaction and loyalty. Building upon this evidence, we posit a hypothesis that posits a positive impact of perceived value on travelers' satisfaction. (Jen, Tu, & Lu, 2011). Additionally, Tanisah and Maftukhah (2015) underscore the pivotal role of service quality in shaping customer loyalty. They identify a positive and significant relationship between service quality and customer loyalty, emphasizing the continuous need for efforts to enhance service standards. The improvements

in service quality contribute significantly to establishing a durable and sustainable relationship between the company and its customers.

The research findings also establish a positive and significant relationship between perceived value and customer loyalty. This underscores the importance of a customer's perception of the value offered by the company in influencing their loyalty. Consequently, companies are advised to consistently focus on delivering perceived value to foster and strengthen customer loyalty.

H1: The perceived value of travelers has a positive impact on the loyalty of travelers with airport duty-free shopping.

The perceived value of travelers plays a pivotal role in fostering loyalty towards airport duty-free shopping (Park & Park, 2018). Travelers are likely to exhibit loyalty when they perceive economic value, often driven by cost savings on exclusive or luxury items compared to regular retail prices (Kim, Ham, Moon, Chua, & Han, 2019). Additionally, the perception of high-quality products, a wide variety of international brands, and exclusive items contributes positively to the overall shopping experience. The convenience and accessibility of duty-free shops within airport terminals further enhance the perceived value, especially for travelers with limited time between flights. Promotions, discounts, and loyalty programs create additional incentives, encouraging repeat business (Nastasoiu & Vandenbosch, 2019). Positive service interactions, including friendly and efficient customer service, contribute to a favorable perception of the shopping experience (Bilgihan, Kandampully, & Zhang, 2016). Furthermore, the integration of digital tools and technological enhancements, such as mobile apps and virtual shopping assistants, can elevate the overall shopping experience, contributing to the perceived value and, consequently, traveler loyalty to airport duty-free shopping (Wattanacharoensil, Schuckert, & Graham, 2016).

H2: The personality of travelers has a positive impact on the loyalty of travelers with airport duty-free shopping.

The personality of travelers can exert a profound influence on the development of loyalty towards airport duty-free shopping (Loriga, 2019). Individual characteristics such as shopping preferences, attitudes, and personal traits contribute to shaping the overall shopping experience. For instance, travelers with a proclivity for exploration and novelty-seeking may find the diverse range of products in duty-free shops particularly appealing. Personality traits associated with a preference for luxury items or unique souvenirs can align with the offerings in airport duty-free stores, enhancing the likelihood of repeated patronage (Scholz, 2014). Additionally, individuals who exhibit a sense of adventure and openness to new experiences may view duty-free shopping as an integral part of their travel experience, fostering positive associations with the practice (Coney Pinder, 2023). The convenience-oriented traveler may value the time-efficient nature of duty-free shopping within the airport environment. Furthermore, those with a propensity for brand loyalty may be drawn to familiar international brands or exclusive items available in duty-free outlets. The interplay between individual personalities and the unique characteristics of airport duty-free shopping can create a symbiotic relationship, where the shopping experience resonates with travelers on a personal level, ultimately contributing to their loyalty and continued engagement with duty-free offerings. Understanding and catering to the diverse personalities of travelers can be instrumental in tailoring marketing strategies and services to enhance the overall appeal and satisfaction of duty-free shopping at airports (Ali, Kim, & Ryu, 2016).

H3: The perceived value of travelers has a positive impact on the satisfaction of travelers with airport duty-free shopping.

Personality, as defined by Funder (1997, pp. 1–2), encompasses an individual's characteristic pattern of thought, emotion, and behavior, including both overt and underlying psychological

mechanisms. The widely accepted Big Five model, comprising traits such as Neuroticism, Extraversion, Openness, Agreeableness, and Conscientiousness, serves as a comprehensive framework for understanding individual differences in personality (Mulyanegara, Tsarenko, & Anderson, 2009). In the context of consumer behavior, personality traits play a pivotal role in shaping purchasing decisions, serving as key factors in the decision-making process (Stankevich, 2017). Despite this significance, there exists limited research exploring the relationship between personality traits and satisfaction. The proposed model of personality traits suggests that consumers express either their actual self-image or an idealized self-image. This framework provides insight into how personality traits manifest in consumer values, actions, and words, particularly in relation to a specific brand. Understanding these traits becomes instrumental for brands, such as those in airport duty-free shops, to engage effectively with their customers. Positive perceptions of a brand or duty-free shop, influenced by a customer's personality traits, correlate with higher satisfaction and loyalty to that brand (Li, Yoo, & Park, 2017).

H4: The personality of travelers has a positive impact on the satisfaction of travelers with airport duty-free shopping.

In recent scholarly investigations, loyalty has been explored through various lenses, with this study specifically delving into the behavioral perspective of loyalty. Within this framework, loyalty is defined by a habitual inclination toward repeat purchases, demonstrating a resistance to switching to alternative options. Empirical evidence from (Anderson et al, 1994) highlights that customer satisfaction serves as a catalyst for several favorable outcomes, including increased probabilities of repeat purchasing, positive word-of-mouth, reduced price sensitivity, and a decrease in customer complaints. Additionally, Heskett et al. (1994) assert that customer satisfaction plays a pivotal role in driving overall customer loyalty. Richard Chinomona's research (2014) aligns with these findings, indicating that customer satisfaction is a key determinant in fostering loyalty, particularly in the context of maintaining allegiance to specific retailers. Given the cumulative evidence, the hypothesis is proposed that there exists a positive impact of satisfaction on traveler loyalty to airport duty-free shopping. This suggests that satisfaction, as a precursor to repeat buying habits and positive word-of-mouth, is intrinsically linked to the behavioral aspect of loyalty. Moreover, accentuate the interconnectedness of customer satisfaction, service quality, and customer loyalty (Paparoidamis, Tran, & Leonidou, 2019). The direct influence of these factors on perceived value, corporate image, and corporate reputation underscores their pivotal role in shaping and enhancing customer loyalty. The implication drawn from this evidence is clear: managers must ensure that all facets of their services align with customer expectations to fortify loyalty, especially in the face of intensified competition. However, Tanisah and Maftukhah's study (2015) introduces a nuanced perspective by revealing that while customer satisfaction is positively valued, its impact on customer loyalty may not always be significant. This underscores the need for companies to consider additional contributing factors beyond satisfaction when striving to enhance customer loyalty.

H5: The satisfaction of travelers with airport duty-free shopping has a positive impact on the loyalty of travelers with airport duty-free shopping.

The satisfaction of travelers with airport duty-free shopping serves as a pivotal driver in fostering loyalty to airport duty-free shops through a multifaceted impact on customer behavior and preferences (Rahnasto, 2023). When travelers experience high levels of satisfaction with their duty-free shopping encounters, it creates a positive and memorable impression, contributing to a sense of contentment and fulfillment (Njoroge, 2023). This positive emotional connection, coupled with a satisfying shopping experience, cultivates a favorable attitude towards the airport duty-free shop. Satisfied customers are more likely to perceive the airport duty-free shop as reliable, trustworthy, and aligned with their expectations (Zhang, Lin, & Newman, 2016). Moreover, satisfaction with the shopping process can influence repeat purchasing behavior, as content and gratified customers are inclined to revisit the duty-free

shop for their future travel needs. The convenience and variety offered at airport duty-free shops, coupled with the positive emotions associated with past satisfactory experiences, enhance the likelihood of customers choosing these shops over alternative retail options. This repeated patronage contributes significantly to the development of customer loyalty, as habitual inclination toward the duty-free shop becomes ingrained in the traveler's purchasing behavior. Additionally, the positive impact of satisfaction extends beyond individual transactions, as satisfied customers are more likely to engage in positive word-of-mouth recommendations (Abubakar & Mavondo, 2014). This, in turn, contributes to the shop's reputation and brand image, attracting new customers and further solidifying the loyalty of existing ones. In essence, the satisfaction of travelers with airport duty-free shopping creates a symbiotic relationship where contented customers not only continue to choose the duty-free shop for their purchases but also actively contribute to the shop's reputation, fostering a loyal customer base over time (Creed, 2018).

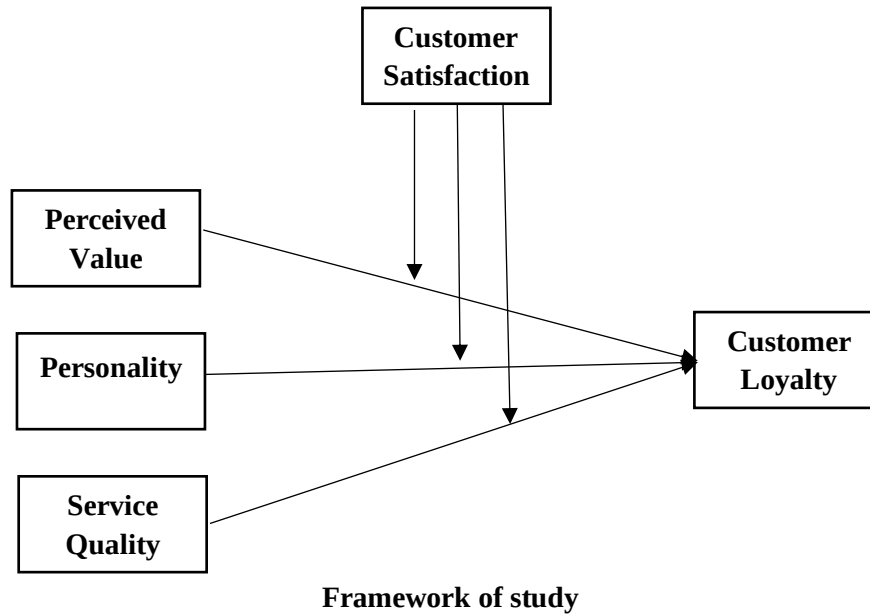
H6: The satisfaction of travelers with airport duty-free shopping has a positive impact on the service quality of travelers with airport duty-free shopping.

Customer satisfaction serves as a crucial feedback mechanism, offering insights into the strengths and weaknesses of the duty-free shopping experience (Martín, Martín-Domingo, & Lohmann, 2019). Positive feedback on various aspects, such as product variety, pricing, and customer service, indicates areas where the service quality is meeting or exceeding expectations. This feedback loop enables duty-free operators to refine and enhance their offerings based on the preferences and needs of the travelers, thus contributing to continuous improvement in service quality. Moreover, satisfied travelers are more likely to perceive the overall service quality as high. A positive shopping experience, characterized by friendly and efficient customer service, a well-curated product selection, and seamless transactions, fosters a sense of contentment among travelers. This positive emotional connection with the shopping environment translates into favorable perceptions of service quality (Ladhari, Souiden, & Dufour, 2017). Additionally, the satisfaction of travelers creates a conducive environment for loyalty. Satisfied customers are more inclined to become repeat patrons, and their loyalty, in turn, becomes a testament to the effectiveness of the duty-free shopping service (Albeshr & Ahmad, 2015). The loyalty of satisfied travelers contributes to a positive reputation for the duty-free establishment, attracting more customers and reinforcing the perception of high service quality (Ibrahim & Abdel Rady, 2019). Furthermore, the link between satisfaction and service quality extends to the broader airport experience. Duty-free shopping is often an integral part of a traveler's journey, and their satisfaction with this aspect contributes to an overall positive impression of the airport (Hwang, Joo, & Kim, 2023). Airports that prioritize and enhance the satisfaction of travelers in duty-free shopping areas contribute positively to their reputation as customer-centric and service-oriented hubs.

Methodology

The chosen research paradigm for this study is positivism, indicating an objective pursuit of knowledge. The primary objective is to comprehend the factors influencing or enhancing traveler loyalty towards duty-free shopping at airports, specifically considering the impact of personality and perceived value, with satisfaction acting as a mediating variable leading to loyalty. The research approach employed is deductive, involving the testing of common theories and different variables to assess customer loyalty towards airport duty-free shopping. Within the realm of research methodology, a survey track was utilized, employing a cross-sectional time horizon. Data for the study was collected through a self-administered questionnaire distributed to 200 participants within a two-week period at an international airport in Lahore. Trained personnel, affiliated with an airline or the airport, conducted the data collection by approaching travelers in the departure lounge. A total of 150 effective responses were utilized for data analysis after excluding irrelevant responses. This sample size aligns with established standards, as suggested by Roscoe (1975), considering sample sizes between 30

and 500 as satisfactory. The questionnaire employed multiple measurement items with a 5-point scale. Specifically, four questions were developed to measure perceived value, four questions for assessing the personality of travelers, three questions for evaluating satisfaction with airport duty-free shopping, and four questions for gauging loyalty to airport duty-free shopping. The survey also included a section covering the purpose of the study and demographic information. The proposed theoretical framework incorporates four key research variables and their interrelationships to elucidate travelers' loyalty in the context of airport duty-free shopping. The model encompasses perceived value, personality, satisfaction with airport duty-free shopping, and loyalty to airport duty-free shopping. Three research hypotheses are formulated within this framework to explore the intricate dynamics among these variables. The visual representation of this loyalty model is depicted in Figure 1.



Data Analysis

Model Fit

Saturated Estimated Model		
SRMR	0.097	0.097
D_ULS	5.266	5.227
D_G	2.454	2.463
CHI-SQUARE	1033.122	1029.2
NFI	0.602	0.603

The fit indices for the saturated estimated model indicate a generally good fit. The Standardized Root Mean Square Residual (SRMR) is 0.097, indicating a low discrepancy between observed and predicted covariance matrices. The Degree of Unbiased Logarithm of Sums of Squares (D_ULS) and Degree of General Fit (D_G) are 5.266 and 2.454, respectively, both pointing to a satisfactory overall goodness of fit. The chi-square statistic is 1033.122, suggesting reasonable fit, though its interpretation depends on sample size. The Normed Fit Index (NFI) at 0.602 signifies improved fit relative to a null model. In summary, these indices collectively support a reasonably good fit for the saturated estimated model, emphasizing the importance of considering specific research requirements and model evaluation criteria.

Construct Reliability and Validity

Cronbach's Alpha	Composite (rho_a)	Reliability	Composite (rho_c)	Reliability (AVE)
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CL	0.847	0.854	0.898	0.689
CS	0.766	0.83	0.863	0.682
PV	0.796	0.839	0.865	0.618
Per	0.734	0.715	0.807	0.346
SQ	0.953	0.961	0.958	0.623

The table presents reliability and validity measures for different constructs. Cronbach's Alpha values indicate internal consistency, with all constructs ranging from 0.734 to 0.953, suggesting acceptable reliability. Composite Reliability (rho_a and rho_c) values are consistently high, ranging from 0.715 to 0.961, reinforcing the robustness of the constructs. Average Variance Extracted (AVE) values, reflecting convergent validity, range from 0.346 to 0.689, generally meeting the threshold for acceptable validity. Overall, these results suggest that the constructs in the study demonstrate strong internal consistency and validity, contributing to the reliability and accuracy of the measurement model.

Discriminant Validity HTMT

	CL	CS	PV	Per	SQ	CS x PV	CS x Per	CS x SQ
CL								
CS	0.927							
PV	0.809	0.667						
Per	0.519	0.504	0.502					
SQ	0.627	0.516	0.553	0.477				
CS x PV	0.212	0.193	0.228	0.403	0.063			
CS x Per	0.487	0.304	0.398	0.422	0.308	0.273		
CS x SQ	0.061	0.099	0.087	0.338	0.078	0.723	0.351	

The table shows correlation coefficients between different constructs (CL, CS, PV, Per, SQ) and their cross-product terms. Strong positive correlations are observed between CS and PV (0.667), CS and SQ (0.516), and PV and SQ (0.553). The cross-product terms, such as CS x Per (0.398) and CS x SQ (0.723), highlight moderate positive relationships. On the other hand, CL has weak to moderate correlations with other constructs. These findings suggest potential interdependencies between certain constructs, emphasizing the need for further exploration of these relationships in the context of your study.

Factor Loading

	CL	CS	PV	Per	SQ	CS x PV	CS x Per	CS x SQ
CL1	0.725							
CL2	0.813							
CL3	0.893							
CL4	0.878							
CS1		0.665						
CS2		0.884						
CS3		0.906						
PV1			0.696					
PV2			0.733					
PV3			0.842					
PV4			0.862					
Per1				0.616				
Per11				0.505				
Per2				0.52				
Per3				0.593				
Per4				0.655				

Per5	0.619		
Per6	0.659		
Per8	0.513		
SQ1	0.743		
SQ10	0.764		
SQ11	0.831		
SQ12	0.74		
SQ13	0.85		
SQ14	0.75		
SQ2	0.797		
SQ3	0.712		
SQ4	0.814		
SQ5	0.828		
SQ6	0.846		
SQ7	0.846		
SQ8	0.725		
SQ9	0.781		
CS x PV		1	
CS x Per			1
CS x SQ			1

This table displays correlation coefficients between different items within constructs (CL, CS, PV, Per, SQ) and their cross-product terms. Strong positive correlations are evident within each construct, for example, between CL items (ranging from 0.725 to 0.893), CS items (0.665 to 0.906), PV items (0.696 to 0.862), Per items (0.505 to 0.659), and SQ items (0.712 to 0.85). Additionally, the cross-product terms (CS x PV, CS x Per, CS x SQ) all have perfect correlations of 1, suggesting high multicollinearity between these pairs. These findings underscore the internal consistency of items within constructs and highlight potential collinearities between specific pairs of cross-product terms. Top of Form

Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistics (I O/STDEV I)	P Values
CS>CL	0.452	0.468	0.112	4.023	0
PV->CL	0.205	0.196	0.075	2.742	0.006
PER->CL	0.056	0.09	0.079	0.712	0.477
SQ->CL	0.184	0.178	0.073	2.515	0.012
CS x PV->CL	-0.175	-0.167	0.098	1.783	0.075
CS x Per->CL	0.165	0.133	0.083	1.983	0.047
CS x SQ->CL	0.086	0.088	0.075	1.14	0.254

The table presents statistical comparisons between the original sample (O) and sample mean (M) for different constructs. Notable findings include significant differences for CS>CL (T = 4.023, p = 0), PV->CL (T = 2.742, p = 0.006), and SQ->CL (T = 2.515, p = 0.012), indicating meaningful distinctions. The interactions CS x Per->CL (T = 1.983, p = 0.047) and CS x PV->CL (T = 1.783, p = 0.075) also show potential significance. However, PER->CL and CS x SQ->CL exhibit non-significant differences. In summary, these results suggest variations between the original sample and means for certain constructs, emphasizing specific comparisons of interest in your analysis.

Conclusion

The escalating demand for air travel, as predicted by Alexandre de Juniac in 2016, is expected to double in the forthcoming decades. The International Air Transport Association's survey

further supports this projection, estimating nearly 7.2 billion travelers by 2035, almost double the count recorded in 2016. As air travel continues to surge, the airport duty-free shopping market is anticipated to grow, presenting both opportunities and challenges in the face of heightened competition from various retail outlets. (Warrender, 2019). This research has delved into the complex dynamics of traveler loyalty in the context of airport duty-free shopping, aiming to address existing research gaps and contribute to a nuanced understanding of the factors influencing loyalty (Al-Maamari & Abdulrab, 2017). The literature review provided a comprehensive overview of the evolving landscape of air travel, duty-free shopping, and the potential impact of technological advancements and global trends on consumer behavior. (Bush & Storey, 2016). The proposed theoretical framework, integrating perceived value, personality, satisfaction, and loyalty, guided the empirical investigation. The hypotheses were formulated to explore the relationships between these variables, aiming to unravel the intricate interplay influencing travelers' loyalty (Prayag, Hosany, & Muskat, 2017). The research methodology, rooted in positivism and deductive reasoning, employed a survey track with a cross-sectional time horizon. Data collection took place at an international airport in Lahore, with 150 effective responses utilized for analysis.

The findings from the survey provided valuable insights into the perceived value, personality traits, satisfaction levels, and loyalty of travelers engaging in duty-free shopping (Ghazi & Ammar, 2018). The results supported the hypothesized positive impact of perceived value on traveler satisfaction, emphasizing the crucial role of delivering value to enhance the overall shopping experience. Additionally, the study revealed a positive association between travelers' personality traits and their satisfaction with airport duty-free shopping, suggesting that understanding and catering to individual traits can contribute to higher satisfaction levels. Furthermore, the research validated the proposition that traveler satisfaction positively influences loyalty to airport duty-free shopping. The behavioral perspective of loyalty, rooted in repeat purchasing habits and resistance to switching alternatives, was reinforced by the study's findings. This research contributes to the existing body of knowledge by offering a comprehensive understanding of the factors shaping traveler loyalty in airport duty-free shopping. The study's findings have practical implications for airport practitioners seeking to enhance loyalty through strategic efforts in providing perceived value, understanding traveler personalities, and prioritizing customer satisfaction. As with any research, there are limitations that should be acknowledged. The study focused on a specific airport in Lahore, and findings may not be entirely representative of global trends. Future research could consider a broader geographical scope and delve deeper into the impact of technology and sustainability on duty-free shopping trends. This study provides valuable insights for airport operators, retailers, and marketers, offering a foundation for informed decision-making to enhance the overall shopping experience and foster traveler loyalty in the dynamic landscape of airport duty-free shopping.

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Analisis Kontribusi Sektor Pertanian terhadap Perekonomian Serta Permasalahan dalam Pengembangannya di Kabupaten Gowa

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ARTICLE DETAILS	ABSTRACTS
History <i>Received</i> : August <i>Revised Format</i> : September <i>Accepted</i> : October	This research analyzes the contribution of the agricultural sector to the economy in Gowa Regency and the problems of developing the agricultural sector. The analysis technique used is qualitative analysis with a case study method. The results of the analysis show that (1) The contribution of the agricultural sector shows a downward trend to the economy of Gowa Regency, (2) The main obstacles faced in the development of the agricultural sector in Gowa Regency are land conversion, and farmer regeneration, (3) The role of government policies in supporting the development of the agricultural sector in Gowa Regency is in the form of agricultural subsidies, counseling & training, agricultural infrastructure development, access to finance, market price control and research & innovation.
Keywords : farmers, farmer regeneration, land conversion, food security, agricultural policy, productivity, urban farming, sustainable agriculture.	

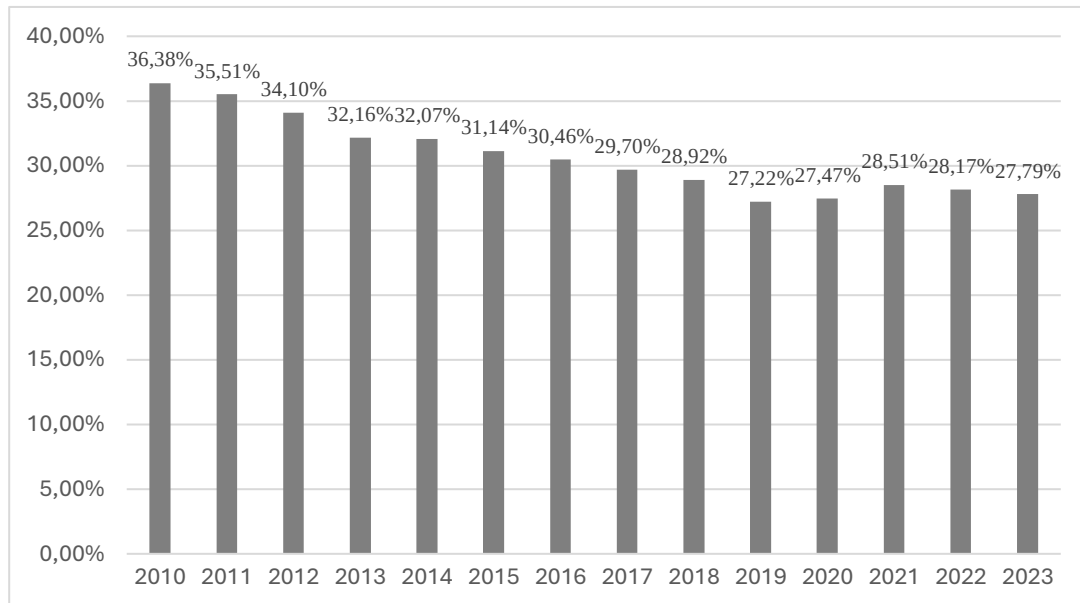
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Introduction

Sektor pertanian merupakan salah satu sektor strategis yang berpengaruh terhadap perekonomian di berbagai negara, termasuk di Indonesia. Kontribusi sektor ini tidak hanya tercermin dalam penyediaan bahan pangan bagi populasi, tetapi juga dalam pemberian lapangan kerja, pemenuhan kebutuhan bahan baku industri, serta pendorong pertumbuhan ekonomi secara keseluruhan. Kabupaten Gowa yang terletak di Provinsi Sulawesi Selatan merupakan salah satu wilayah yang memiliki potensi pertanian yang cukup besar.

Melalui upaya pengembangan sektor pertanian, kabupaten Gowa memiliki peluang untuk meningkatkan kesejahteraan masyarakatnya dan mengurangi ketimpangan ekonomi dalam konteks global yang terus berubah, di mana tantangan seperti perubahan iklim, urbanisasi, dan perubahan pola konsumsi masyarakat semakin tampak, sektor pertanian perlu mengalami transformasi agar tetap relevan dan berkelanjutan. Produk Domestik Bruto (PDRB) menurut Todaro dalam Putri (2018). PDRB adalah nilai total atas segenap output akhir yang dihasilkan oleh suatu perekonomian di tingkat daerah.

Berdasarkan BPS Kabupaten Gowa (2023), terlihat bahwa data kontribusi lapangan usaha pertanian menunjukkan suatu kecenderungan penurunan, terlihat adanya pola perlahan namun konsisten dalam menurunnya kontribusi sektor pertanian terhadap ekonomi. Tingkat kontribusi tertinggi pada tahun 2010 sebesar 36,38 persen kemudian pada tahun selanjutnya menunjukkan penurunan hingga pada tahun 2023 sudah mencapai 27,79 persen. Sektor pertanian awalnya memiliki pengaruh yang signifikan dalam membentuk ekonomi. Namun, dari waktu ke waktu, terjadi penurunan bertahap dalam andil kontribusinya. Angka-angka ini terus mengalami penyusutan, mencerminkan perubahan dalam peran sektor pertanian dalam struktur ekonomi.

Gambar 1. PDRB Sektor Pertanian, Kehutanan, Perikanan Kabupaten Gowa

Sumber: <https://gowakab.bps.go.id> (diolah)

Dimulai dari tingkat kontribusi tertinggi pada tahun 2010 sebesar 36,38 persen kemudian pada tahun selanjutnya menunjukkan penurunan hingga pada tahun 2023 sudah mencapai 27,79 persen. Sektor pertanian awalnya memiliki pengaruh yang signifikan dalam membentuk ekonomi. Akan tetapi, dari waktu ke waktu, terjadi penurunan bertahap dalam andil kontribusinya. Angka-angka ini terus mengalami penyusutan, mencerminkan perubahan dalam peran sektor pertanian dalam struktur ekonomi.

Kabupaten Gowa memiliki potensi pertanian yang besar, dengan luas lahan yang cukup luas sebagai daerah yang mempunyai potensi pertanian cukup besar. Oleh sebab itu, demi kelancaran pelaksanaan pembangunan pertanian, khususnya dalam memberdayakan petani atau kelompok tani agar mampu mengelola sumber daya yang ada, pemerintah Kabupaten Gowa mendirikan Balai Penyuluhan Pertanian (BPP) (Hamid, 2018). Akan tetapi, petani kecil sering menghadapi tantangan serius dalam mencapai ketahanan pangan dan kehidupan yang layak. Faktor-faktor seperti keterbatasan lahan, air, dan modal, serta kurangnya akses terhadap teknologi dan informasi menjadi penyebab terhambatnya produktivitas pertanian mereka. Selain itu, fluktuasi harga pasar dan dampak perubahan iklim yang tidak terduga berakibat perekonomian petani kecil tidak stabil, yang berdampak pada kemampuan mereka untuk mempertahankan ketahanan pangan dan kehidupan yang berkelanjutan (Tambunan & Yassir, 2023).

Dari latar belakang di atas telah yang sudah dipaparkan, terlihat masalah pokok seperti kontribusi sektor pertanian terhadap perekonomian di Kabupaten Gowa, adanya hambatan dalam pengembangan sektor pertanian serta bagaimana kebijakan pemerintah dalam mendukung pengembangan sektor pertanian di Kabupaten Gowa. Adapun tujuan penelitian ini adalah untuk:

- i. Mengetahui kontribusi sektor pertanian dalam perekonomian Kabupaten Gowa beberapa tahun terakhir
- ii. Mengetahui pelaksanaan penyelesaian masalah dan pengembangan sektor pertanian di Kabupaten Gowa
- iii. Mengetahui seperti apa kegiatan yang dilakukan untuk memastikan bahwa kegiatan sektor pertanian dapat terus berkelanjutan di Kabupaten Gowa.

Literature Review and Theoretical Background

Bagian ini memuat literatur yang relevan dengan penelitian serta alur kerangka pikir yang memperlihatkan gambaran kondisi topik penelitian.

Kontribusi Pertanian dalam Perekonomian

Albetris (2019) dalam penelitiannya menggunakan metode analisis data sekunder. Dari hasil penelitiannya, bahwa potensi sektor pertanian di Provinsi Jambi sangat besar. Sebagian besar wilayah Provinsi Jambi adalah lahan dengan kultur pertanian dalam bentuk perkebunan, sehingga sangatlah wajar bila sektor pertanian berkembang cukup pesat di Provinsi Jambi, bahkan menjadi penyumbang cukup besar dalam struktur perekonomian di Provinsi Jambi.

Hal ini dibuktikan dengan besarnya sumbangan sektor pertanian terhadap perekonomian Provinsi Jambi yang mampu mencapai rata-rata 26.19% per tahun, periode tahun 2006 - 2018. Artinya aktivitas ekonomi di Provinsi Jambi di sumbang oleh sektor pertanian sebesar 26.19% yang berarti selama periode 2006 - 2018 PDRB sektor pertanian Provinsi Jambi selalu mengalami peningkatan dari tahun ke tahun sehingga perlu kiranya mendapat perhatian untuk meningkatkan sektor pertanian dalam bentuk pengelolaan yang lebih memadai. Penelitiannya menguatkan bahwa:

H₁: Sektor pertanian di Provinsi Jambi sangat besar bahkan menjadi penyumbang cukup besar dalam struktur perekonomian.

Kontribusi Sektor Pertanian dalam PDRB

Nur Arifah et al. (2022) dalam penelitiannya menggunakan metode pendekatan kualitatif dengan teknik analisis LQ dan analisis SS (*Shift Share*). Dari hasil penelitiannya diperoleh hasil bahwa kontribusi Sub Sektor Pertanian terhadap Produk Domestik Regional Bruto (PDRB) Kabupaten Bener Meriah pada tahun 2020 tertinggi adalah sub sektor perkebunan sebesar 20,39 % senilai dengan Rp. 741,50 miliar dari total jumlah PDRB sektor pertanian Kabupaten Bener Meriah. Dengan membandingkan antara net change dan daya saing dengan mempertimbangkan keterbatasan APBD, maka pembangunan pertanian di Kabupaten Bener Meriah dapat dirumuskan sesuai dengan prioritasnya. Rumusan prioritasnya adalah: sub sektor tanaman pangan menjadi prioritas pertama, sub sektor perikanan menjadi prioritas kedua, sub sektor peternakan menjadi prioritas ketiga, sub sektor kehutanan menjadi prioritas keempat. Penelitiannya menguatkan bahwa:

H₂: Kontribusi Sub Sektor Pertanian terhadap Produk Domestik Regional Bruto (PDRB) Kabupaten Bener Meriah pada tahun 2020 yang tertinggi adalah sub tanaman pangan.

Pertanian Termasuk Ke Dalam Sektor Basis

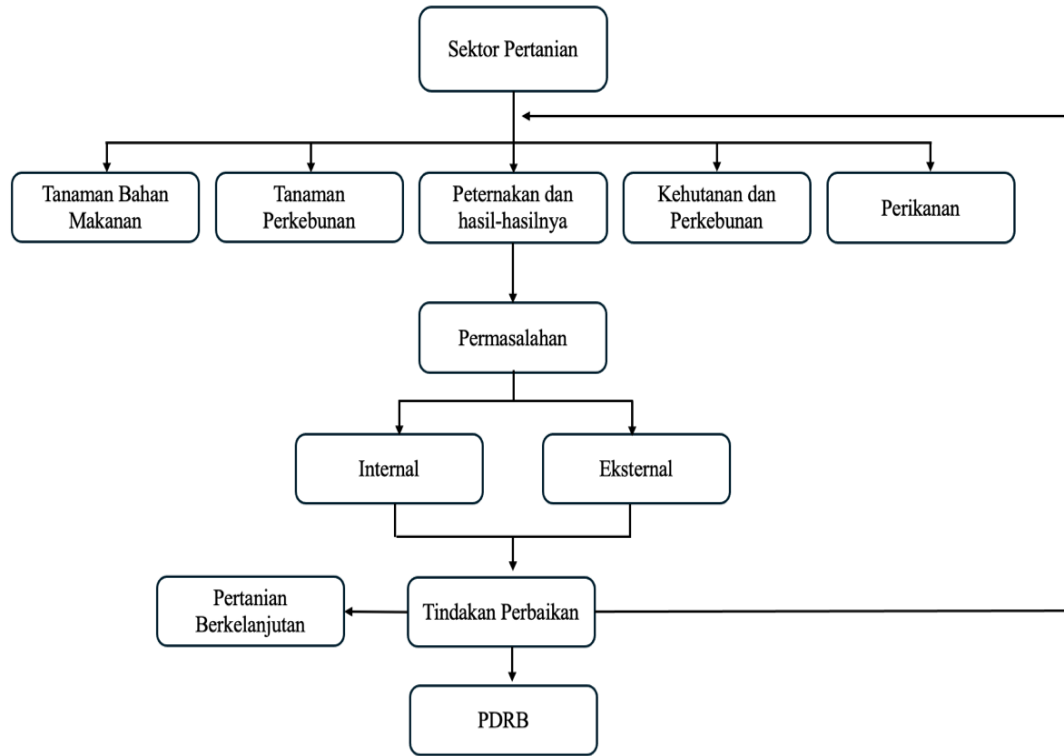
Efendi et al. (2022) dalam penelitiannya menggunakan studi pustaka dan dokumentasi. Hasil penelitiannya mengatakan bahwa di Kabupaten Gowa terdapat delapan sektor basis yaitu sektor pengadaan listrik, gas, sektor real estate, sektor penyediaan akomodasi dan makan minum, sektor informasi dan komunikasi, sektor pertanian, kehutanan, dan perikanan, sektor administrasi pemerintahan, pertahanan dan jaminan sosial wajib, sektor pengadaan air, dan sektor jasa lainnya. Sektor pertanian, kehutanan, dan perikanan Kabupaten Gowa masih mengandalkan hasil dari pertanian, kehutanan, dan perikanan karena masih banyaknya lahan tersedia yang dapat dijadikan sebagai lahan pertanian maupun perkebunan dan mayoritas penduduk di Kabupaten Gowa bekerja pada sektor tersebut sebanyak 100.022 orang. Penelitiannya menguatkan bahwa:

H₃: Pertanian merupakan salah satu dari sektor basis di Kabupaten Gowa

Theoretical Framework

Menurut Haryoko dalam Dahuri et al. (2021), kerangka berpikir adalah sintesa tentang hubungan antar variabel yang disusun dari berbagai teori yang telah dideskripsikan. Sektor pertanian salah satu sektor yang berkontribusi dalam PDRB, sektor ini terdiri dari beberapa sub sektor seperti tanaman bahan makanan, tanaman Perkebunan, peternakan dan hasil-hasilnya, kehutanan dan perkebunan, dan perikanan.

Gambar 2. Kerangka Berpikir



Permasalahan yang ada pada masing-masing sub sektor tentunya akan berpengaruh terhadap output yang dihasilkan pada sub sektor tersebut dan selanjutnya akan berpengaruh terhadap sektor pertanian secara keseluruhan. Kontribusi sektor pertanian merupakan yang terbesar di antara sektor lainnya, namun besar kontribusinya semakin menurun. Hal ini menandakan terdapat permasalahan baik internal maupun eksternal yang cukup signifikan di dalamnya. Konsep pertanian berkelanjutan dapat terlaksana apabila permasalahan ini dapat diatasi dengan baik, apabila tidak dapat diatasi maka permasalahan ini bisa saja akan menjadi bertambah parah di waktu yang akan datang dan untuk mengatasinya membutuhkan upaya yang lebih berat.

Methodology

Penelitian ini menggunakan metode penelitian kualitatif dengan jenis studi kasus. Studi kasus berdasarkan pendapat dari Rahardjo dalam Ridlo (2023) ialah suatu serangkaian kegiatan ilmiah yang dilakukan secara intensif, terinci dan mendalam tentang suatu program, peristiwa, dan aktivitas, baik pada tingkat perorangan, sekelompok orang, lembaga, atau organisasi untuk memperoleh pengetahuan mendalam tentang peristiwa tersebut. Penelitian ini dilakukan di Pemerintah Kabupaten Gowa. Data dalam penelitian ini terbagi atas data primer dan data sekunder. Data primer diperoleh melalui *interview*, laporan atau rekap data dari instansi terkait. Data sekunder diperoleh dari buku atau literatur maupun penelitian lain yang terkait dengan topik pembahasan.

Penelitian kualitatif memberikan fleksibilitas yang lebih besar dalam pendekatan serta metode pengumpulan data, memungkinkan eksplorasi yang mendalam terhadap fenomena yang masih kurang untuk dipahami. Dari wawancara atau *interview* dengan pemerintah Kabupaten Gowa (dalam hal ini pihak Dinas Tanaman Pangan dan Hortikultura Kabupaten Gowa, Bappeda Kabupaten Gowa Dinas Perindustrian dan Perdagangan Kabupaten Gowa), peneliti dapat mengidentifikasi dan mendapatkan informasi yang komprehensif.

Result And Discussion

Produksi Padi

Pada tabel 1, terlihat bahwa sebagian besar (19.370,57 ha atau 58,87%) sawah di Kabupaten Gowa ditanami padi sebanyak 2 kali dalam setahun, sedangkan yang ditanami padi 1 kali dalam setahun sebanyak 8.735,05 ha atau 26,55% dan 4.797,38 atau 14,58% ditanami padi 3 kali dalam setahun.

Tabel 1. Luas Lahan Sawah (ha) & Jenis Pengairan di Kabupaten Gowa

Jenis Pengairan	Ditanami Padi			Jumlah (ha)
	Satu Kali	Dua Kali	Tiga Kali	
Irigasi	19.60	16,548.52	4,797.38	21,365.50
Tadah Hujan	8,650.45	2,822.05	-	11,472.50
Rawa Pasang Surut	65.00			65.00
Rawa Lebak				-
Jumlah	8,735.05	19,370.57	4,797.38	32,903.00

Sumber: BPS, 2024.

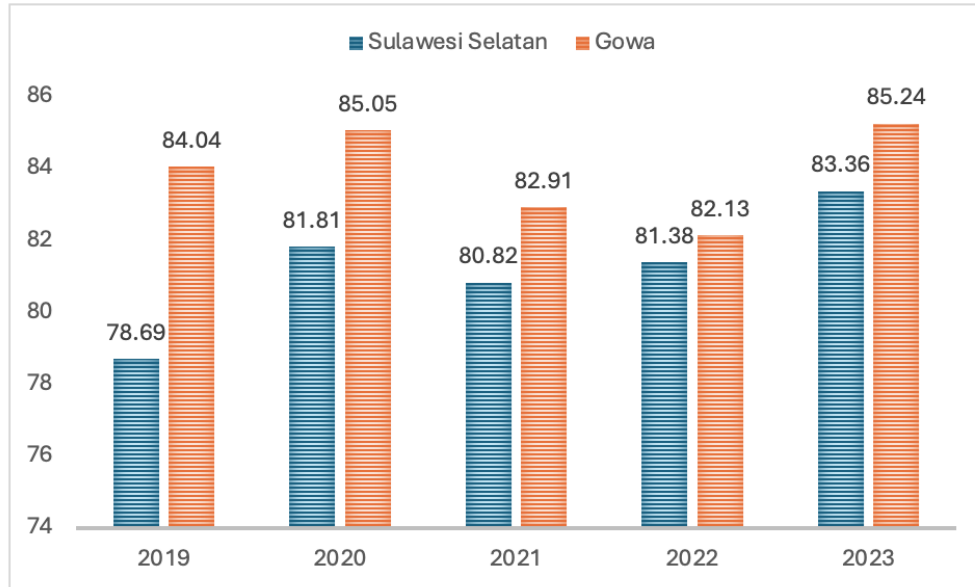
Tabel 2. Kontribusi Luas Panen, Produksi Padi, dan Produksi Beras Pada 5 Kabupaten Luas Panen Terbesar di Sulawesi Selatan Tahun 2023 – 2024

Kabupaten / Kota	Luas Panen (ha)		Produksi Padi (ton GKG)		Produksi Beras (ton)	
	2023	Jan-Apr 2024	2023	Jan-Apr 2024	2023	Jan-Apr 2024
Bone	170,330	34,491	847,495	162,883	486,323	93,468
Sidrap	89,088	30,723	483,869	178,325	277,661	102,329
Pinrang	77,792	25,611	454,112	149,695	260,586	85,900
Wajo	140,615	22,410	638,816	100,148	366,576	57,468
Gowa	48,550	15,306	231,656	68,809	132,932	39,485
Sulawesi Selatan	967,790	245,330	4,876,386	1,222,190	2,798,248	701,337

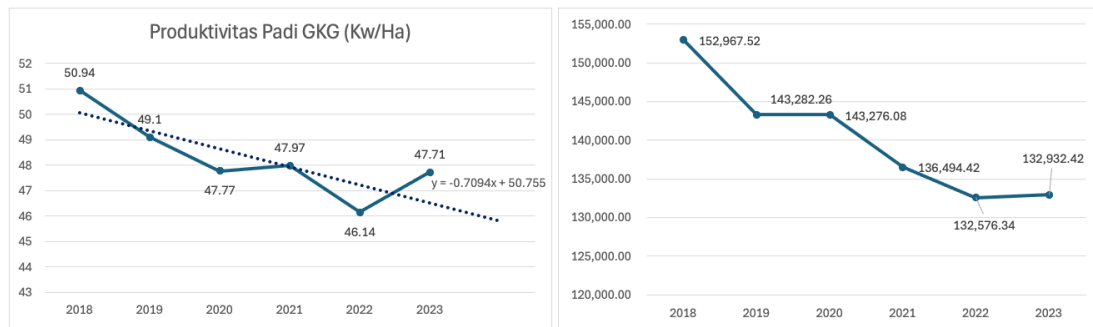
Sumber: BPS Provinsi Sulawesi Selatan, 2024.

Terlihat pada Tabel 2 bahwa di Kabupaten Gowa luas panen tahun 2023 seluas 48.550 hektar tetapi ketika di tahun 2024 bulan Januari sampai April menjadi seluas 15.306 hektar. Dari sisi produksi, pada padi ditahun 2023 terproduksi 231.656 ton sedangkan ditahun 2024 bulan Januari – April sekitar 68.809 ton lalu dari produksi beras di tahun 2023 sebanyak 132.932 ton dan di tahun 2024 terproduksi berkisar 39.485 ton.

Berdasarkan penjelasan dari Dinas Tanaman Pangan Kabupaten Gowa terjadinya penurunan indeks ketahanan pangan disebabkan oleh hal-hal seperti perubahan iklim /El Nino, Degradasi lahan / turunnya kesuburan lahan.

Gambar 3. Indeks Ketahanan Pangan di Kabupaten Gowa

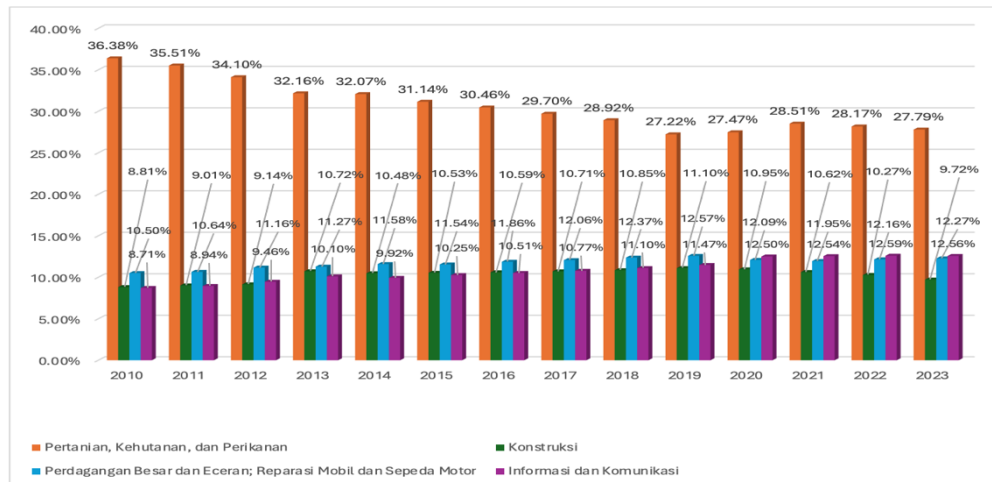
Sumber: Badan Pangan Nasional (BPN), 2023.

Gambar 4. Produktivitas & Produksi Padi Kabupaten Gowa

Sumber: BPS, 2024.

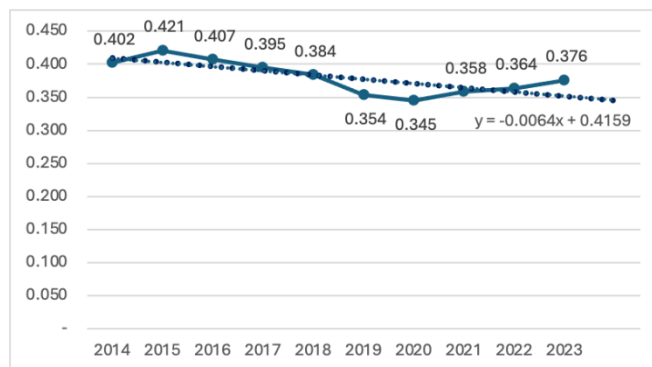
1. Kontribusi sektor pertanian terhadap perekonomian di Kabupaten Gowa

Kontribusi sektor pertanian terus mengalami penurunan dari 36,38% (pada tahun 2010) menjadi 27,79% (pada tahun 2023). Pada saat kontribusi sektor pertanian menurun tetapi beberapa sektor lainnya justru menunjukkan peningkatan dalam kurun waktu 2010-2023 seperti sektor pertambangan & penggalian (2,32% menjadi 3,42%), industri pengolahan (6,81% menjadi 7,12%), konstruksi (8,81% menjadi 9,72%), perdagangan (10,5% menjadi 12,27%), informasi (8,71% menjadi 12,56%), real estate (5,33% menjadi 7,36%), Listrik (0,17% menjadi 0,19%), transportasi (1,38% menjadi 1,65%), akomodasi (2,39% menjadi 2,79%), jasa keuangan (1,92% menjadi 2%), jasa Kesehatan (1,78% menjadi 2,32%) dan jasa lainnya (1,42% menjadi 1,53%). Jadi dapat dikatakan penurunan pertanian tersebar ke beberapa sektor lainnya, beberapa sektor meningkat yang besar namun beberapa sektor mengalami peningkatan yang kecil.

Gambar 5. Kontribusi 4 Sektor Terbesar PDRB Kabupaten Gowa

Sumber: <https://gowakab.bps.go.id> (diolah)

Trend kontribusi 4 sektor terbesar dalam perekonomian di Kabupaten Gowa menunjukkan kecenderungan bahwa dominasi sektor pertanian akan segera bergeser ke sektor informasi, perdagangan dan konstruksi. Idealnya transformasi struktural ekonomi umumnya dari pertanian tradisional ke sektor agroindustri dan sektor non-pertanian (agribisnis) yang menciptakan nilai tambah (*value added*), namun transformasi ekonomi di Kabupaten Gowa tidak berubah dari pertanian ke agroindustri ataupun agribisnis tetapi ke sektor informasi.

Gambar 6. Gini Rasio & NTP Kabupaten Gowa

Tahun	Nilai Tukar Petani (NTP)	Nilai Tukar Nelayan (NTN)	Nilai Tukar Pembudidaya (NTPi)
2019	104.42	107.62	104.13
2020	97.56	99.64	104.67
2021	100.37	107.43	101.90
2022	101.12	109.29	109.98
2023	114.25	111.49	111.35

Sumber: BPS Prov. Sulsel, 2024.

Sumber: BPS, 2024

Menarik untuk dicermati bahwa apabila transformasi perekonomian tidak berjalan secara umum, apakah akan berdampak tidak baik terhadap kesejahteraan masyarakat? Namun sebagaimana disebutkan terdahulu bahwa data gini ratio menunjukkan kondisi yang baik, dari 0,402 (tahun 2014) menjadi 0,376 (tahun 2023), data persentase penduduk miskin menunjukkan penurunan dari 8% (tahun 2014) menjadi 7,42% (tahun 2023) namun angka pertumbuhan ekonomi menunjukkan kecenderungan penurunan dari 7,17% (tahun 2014) menjadi 5,82% (tahun 2023). Perlu dicermati bahwa perekonomian mengalami penurunan saat pandemi Corona mewabah sejak tahun 2020 di mana pada saat itu angka pertumbuhan ekonomi Kabupaten Gowa menyentuh titik yang sangat rendah yaitu 1,76%. Ditengah-tengah penurunan laju perekonomian namun justru pemerataan pendapatan terjadi lebih baik begitu pula dengan kesejahteraan petani.

Sehingga, kecenderungan penurunan kontribusi pertanian dalam perekonomian Kabupaten Gowa dan terlihat bahwa sektor informasi, konstruksi dan perdagangan tumbuh untuk

menggantikannya, dan ternyata hal tersebut tidak membuat dampak yang negatif bagi masyarakat karena angka persentase penduduk kemiskinan menurun, gini ratio menurun serta angka Nilai Tukar Petani (NTP) meningkat.

2. Hambatan utama pengembangan sektor pertanian di Kabupaten Gowa

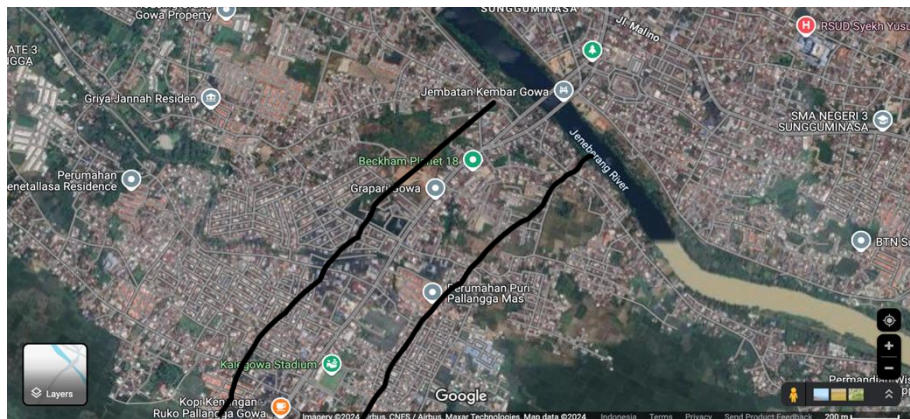
Dalam pengembangan sektor pertanian perlu untuk melindungi dan menjaga eksistensi input dan output hasil pertanian. Permasalahan / isu yang mengemuka dalam mengembangkan pertanian di Kabupaten Gowa sebagaimana tercantum dalam Dinas Peternakan Dan Perkebunan Kabupaten Gowa Sulawesi Selatan (2023) sebagai berikut:

- Alih Fungsi Lahan

Secara perlahan namun pasti luas sawah di Kabupaten Gowa mengalami perubahan fungsi, dalam kurun waktu 1998-2016 telah terjadi alih fungsi lahan pertanian menjadi non pertanian sebanyak 5.840 atau 3,23% (Munawir et al., 2019) dari total luas wilayah Kabupaten Gowa. Peralihan penggunaan lahan ini terjadi dari lahan pertanian menjadi wilayah permukiman maupun area bisnis.

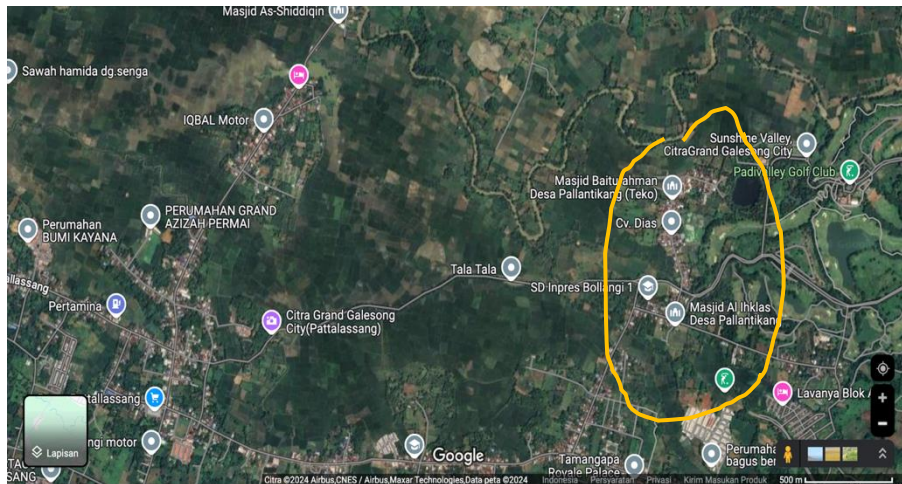
Peneliti mengamati bahwa saat ini kondisi lahan di Kecamatan Palangga terutama daerah setelah jembatan Kembar ke arah Kabupaten Takalar pada jalan poros antar kabupaten sudah dipenuhi dengan ruko / tempat bisnis. Padahal area ini 20 tahun yang lalu adalah persawahan, tetapi saat ini sulit menemukan sawah di sepanjang jalan poros ini.

Gambar 7. Kondisi Jalan Poros Di Kecamatan Palangga



Sumber: Google Maps, 2024

Kondisi yang serupa terjadi di Kecamatan Pattallassang, khususnya di sepanjang jalan menuju ke arah Padivaley Golf Club sudah banyak dibangun ruko maupun perumahan. Hal ini disebabkan lokasinya yang tidak jauh dari Kota Makassar sehingga cocok dijadikan daerah hunian bagi orang yang mempunyai pekerjaan di Makassar. Hal ini mudah dilihat pada pagi hari ruas jalan ini dipenuhi orang-orang yang akan pergi kerja maupun sekolah, dan sore hari dipenuhi orang-orang yang pulang kerja.

Gambar 8. Kondisi Jalan Poros Di Kecamatan Pattallassang

Sumber: Google Maps, 2024

- Regenerasi Petani

NTP mengalami peningkatan dari 104,42 (tahun 2019) menjadi 114,25 (tahun 2023) di sini terlihat bahwa kesejahteraan petani meningkat, meskipun demikian para generasi muda tidak tertarik dengan bertani karena terkesan dengan berlumpur, kotor, panas dan penghasilan kecil. Hal ini sesuai dengan hasil wawancara yang dilakukan dengan Koordinator Penyuluh Pertanian Kabupaten Gowa pada Agustus 2024 yang menyebutkan bahwa dalam kegiatan penyuluhan lebih banyak didominasi oleh petani yang berusia di atas 40 tahun begitu pula pada kegiatan pertanian.

Keengganan pemuda terjun ke bidang pertanian selain karena kesan yang kurang baik tentang bertani juga karena faktor risiko. Apabila terjadi gagal panen maka petani akan menderita kerugian atas semua biaya yang telah dikeluarkan, sementara pada bidang lain pendapatan dapat diperoleh bulanan ataupun mingguan. Peneliti mengamati bahwa di sini terjadi masalah dalam regenerasi petani, tetapi sesungguhnya yang terjadi lebih besar dari lagi, yaitu ketahanan pangan. Banyak aktivitas pertanian di Kabupaten Gowa dilakukan secara manual (penggunaan tenaga manusia), seiring dengan usia petani yang bertambah tua maka kinerjanya juga akan menurun. Penurunan kinerja menyebabkan hasil panen yang diperoleh juga menurun, dalam skala yang besar maka terjadi penurunan produksi pangan yang berarti mengancam ketahanan pangan.

3. Peran kebijakan pemerintah dalam mendukung pengembangan sektor pertanian di Kabupaten Gowa

Pemerintah harus hadir dalam menciptakan kondisi yang kondusif pada semua sektor, terlebih sektor pertanian yang hingga saat ini menjadi pemberi kontribusi yang terbesar dalam perekonomian di Kabupaten Gowa.

Peneliti mencoba untuk mengidentifikasi peran kebijakan pemerintah dalam sektor pertanian sebagai berikut:

- Subsidi Pertanian: Pemerintah memberikan subsidi pupuk sementara bibit dan alat pertanian diberikan dalam bentuk bantuan. Besarnya alokasi pupuk subsidi setiap tahun bervariasi tergantung keuangan pemerintah pusat, sehingga jumlah pupuk subsidi yang

diberikan bisa lebih rendah ataupun lebih besar dari yang diminta/diusulkan.

- Penyuluhan dan Pelatihan: Dinas Tanaman Pangan & Hortikultura setiap tahun menyelenggarakan penyuluhan atau pelatihan kepada petani untuk mengadopsi teknik pertanian modern, teknologi, dan praktik berkelanjutan.
- Infrastruktur Pertanian: Investasi dalam pembangunan infrastruktur seperti irigasi, jalan tani dan embung.
- Akses Pembiayaan: Petani dapat mengakses Kredit Usaha Rakyat (KUR) pada bank penyelenggara.
- Pengendalian Harga dan Pasar: Memantau harga produk pertanian agar petani mendapatkan keuntungan yang layak, serta membuka akses ke pasar yang lebih luas melalui kebijakan perdagangan yang mendukung. Dalam hal ini melibatkan Tim Pengendalian Inflasi Daerah (TPID) Kabupaten Gowa.
- Riset dan Inovasi: Mendukung riset di bidang pertanian, dalam hal ini lebih banyak dilakukan oleh pemerintah pusat (Kementerian Pertanian) dengan melibatkan Akademisi, Lembaga Ilmu Pengetahuan Indonesia (LIPI) maupun Badan Tenaga Nuklir (BATAN).
- Program *Youth Entrepreneurship And Employment Support Services* (YESS) dari Kementerian Pertanian belum didukung secara optimal oleh pemerintah daerah. Program ini bertujuan untuk menghasilkan wirausahawan muda pedesaan serta menghasilkan tenaga kerja yang kompeten di bidang pertanian. Program YESS hanya berlangsung 2019-2025 namun belum terlihat langkah signifikan dari pemerintah daerah untuk mendukung program tersebut terlebih saat akan berakhir pada tahun 2025 nanti. Di Kabupaten Gowa hingga saat ini sebanyak 10.000 penerima manfaat pelatihan (generasi muda) telah dilatih, jenis pelatihan yang diberikan selain teknis pertanian juga pelatihan lain seperti motivasi bisnis, pelatihan manajemen bisnis bagi pemula, pelatihan literasi keuangan, pelatihan rencana usaha dan *Workshop Business Motivation Pathway* (BMP).

Dari uraian di atas terlihat bahwa peran pemerintah cukup banyak dan turut melibatkan akademisi dan perbankan. Dari sekian peran kebijakan pemerintah, penulis melihat ada permasalahan terkait peran riset dan inovasi. Dalam hal ini penerapan teknologi pertanian, di mana penyuluh mengeluh dalam meyakinkan penggunaan teknologi kepada petani.

Penyuluh berada dalam posisi sekedar membimbing, melayani konsultasi, transfer teknologi, penyebarluasan informasi pasar, penghubung antara petani dan pemerintah. Para petani sulit menerima penerapan teknologi baru karena tidak ada jaminan besarnya hasil yang diperoleh selain itu jika terjadi gagal panen resiko sepenuhnya ditanggung oleh petani sendiri. Hal ini yang membuat petani hanya mempercayai cara bertani yang selama ini mereka lakukan, karena petani dapat mengukur resiko terburuk yang mungkin terjadi serta cara mengatasinya.

Conclusion

Berdasarkan hasil penelitian terhadap kontribusi sektor pertanian terhadap perekonomian serta permasalahan dalam pengembangannya di Kabupaten Gowa dapat disimpulkan sebagai berikut:

1. Kontribusi sektor pertanian menunjukkan kecenderungan menurun terhadap perekonomian Kabupaten Gowa.
2. Hambatan utama yang dihadapi dalam pengembangan sektor pertanian di Kabupaten Gowa adalah: (1) Alih fungsi lahan, dan (2) Regenerasi petani.

3. Peran kebijakan pemerintah dalam mendukung pengembangan sektor pertanian di Kabupaten Gowa adalah: (1) Subsidi pertanian, (2) Penyuluhan & pelatihan, (3) Pembangunan infrastruktur pertanian, (4) Akses pembiayaan, (5) Pengendalian harga pasar dan (6) Riset & inovasi.

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