

# ENVIRONMENTAL, EDUCATION, TRAINING OF HUMAN RESOURCES SUPPORT FOR SMALL AND MEDIUM MICRO ENTERPRISES IN BANDUNG CITY AND ITS IMPACT ON BUSINESS PERFORMANCE. CASE STUDY ON MIDDLE SMALL MICRO ENTERPRISES, BANDUNG-WEST JAVA-INDONESIA.

*By Deden Sutisna Rima Anggia Putri, Sandi Firmansyah, Alex arjuna, Fajri Rohmana*

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**CASE STUDY ON MIDDLE SMALL MICRO ENTERPRISES, BANDUNG-WEST  
JAVA-INDONESIA.**

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**ABSTRACT**

The purpose of research is to find out how the conditions and support from the business environment, education, training in building the performance of Micro, Small and Medium Enterprises or MSMEs actors in the City of Bandung-West Java-Indonesia, at the time Covid 19 took place. This condition needs to be examined scientifically, given the very large contribution of this sector to Gros Domestic Product and labour absorption in the city of Bandung.

The selected respondents were 45 micro, small and medium entrepreneurs in Bandung, with a questionnaire distributed online. The data obtained were tested by testing the validity, reliability, classical assumptions and data normality. To test the level of support contribution of each variable studied, qualitative and verification analysis were used, in the form of correlation coefficient analysis and determination.

The results showed that qualitatively all the variables studied showed a fairly good level of condition and verification also showed that all the variables studied showed a very small contribution of support in creating the performance of MSME actors in Bandung City.

Departing from the results of this research analysis, it can be concluded that the business environment, education, training in building the performance of Micro, Small and Medium Enterprises or MSMEs actors in the City of Bandung-West Java-Indonesia, at the time Covid 19 took place, had a very small and characteristic contribution of support. significant.

***Key Word: MSMEs, GDP, correlation, determination.***

**INTRODUCTION**

In an organizational or agency operating system, the potential of human resources is essentially one of the assets and plays an important role in achieving organizational and institutional goals. Therefore, organizations and agencies need to cultivate human resources as

well as possible. Because the key to the success of an organization or agency is not only the superiority of technology and the availability of capital, but people or labour are the most important factors for the progress of organizations and institutions. Human resources are people who design and produce goods or services, control quality, market products, allocate financial resources, and formulate all strategies and objectives of organizations and agencies. Good resources are expected to lead to good performance in accordance with the wishes and expectations of the organization and agency. Human resource management (HR) is not something new in an organization's environment, especially in the business field and a company. The essence is to provide systematic guidelines on how to treat people in the organization, in order to be able to achieve company goals. In fact, in developed and modern countries (industrialized countries) whose philosophy of life respects the dignity and dignity of humanity inherent in them, the implementation of HR Management has proven its truth and excellence. Companies / organizations that have implemented it seriously, well and correctly, have succeeded in realizing their existence competitively and achieving the desired success (Nawawi 2011), including in the banking world.

Related to the Work Environment, Education, Training and Human Resources Performance of Micro, Small and Medium Enterprises in Bandung, are factors that always get the attention of various parties, because these factors are closely related to the running of business, including for MSMEs, even though There are several differences that are characteristic of MSMEs compared to non-MSMEs. However, the theoretical basis is the same because they are both business units.

The city of Bandung in particular and West Java generally have their own records related to these factors. For example regarding the business environment, in the city of Bandung the environment is very responding to the presence of MSMEs, so that the city of Bandung thrives with MSMEs. Until now, the number of MSMEs in Bandung has reached 128,000 (Tribun Jabar 8 Sept 2020: 20.13) however, it is lacing that the impact of COVID 19 will experience a setback. The following is a snippet of information related to MSMEs in the city of Bandung in particular and generally in West Java.

#### **1) The ministry of cooperatives Middle Micro Business: 50 Percent of MSMEs are Estimated to 'Roll Mat' Exposed to the Covid-19 Pandemic (28 June 2020: 19.04 WIB)**

Liputan6.com, Jakarta Unlike the 1998 crisis where MSMEs were able to survive, currently due to the Covid-19 pandemic, around 50 percent of MSMEs are estimated to have gone out of business. However, the government is trying optimally to save MSMEs with various stimuli, at least in order to reduce the increase in unemployment and poverty levels.

"At least 40 surveys estimate that half of MSMEs will not be able to survive. The government is trying to revive MSMEs in various ways because there are 60 million MSME entrepreneurs, not to mention the number of workers," said Menkop UKM Teten Masduki, in a webinar with the theme "Rise of MSMEs with Millennial Entrepreneurs in New Normal Era ", which was held by KAGAMA (UGM Alumni), Saturday (27/6).

The steps taken to revive MSMEs include encouraging MSMEs to receive social assistance, providing tax incentives, relaxation and loan restructuring, in which 60.6 million MSMEs are already connected with formal financing institutions.

Furthermore, providing new loans, including to cooperatives, encourages Ministries and Institutions as well as local governments to absorb MSME products, as well as campaigns to buy local products.

"All of these policies are aimed at growing people's purchasing power and at the same time driving the economy," said Teten.


#### Digital Economy of MSMEs

Furthermore, Teten said that the government also prioritized the transformation of MSMEs, from those relying on offline to online or the digital economy.

"The current pandemic increasingly requires MSMEs to enter the digital economy. Currently only eight million MSMEs, or 13 percent of the total MSMEs, are digitally connected. We are targeting that by the end of this year there will be an additional two million MSMEs that can be connected to the economy. digital, so a total of 10 million MSMEs," said the Minister.....

#### **2) The results of research on MSMEs in the city of Bandung at the time covid 19 were running showed that the employee engagement factor:**

There are four dominant factors that influence MSME players, namely 1) All business actors have a strong business will or 100% when COVID 19 is running in Bandung City. 2) Business actors in Bandung City have contributed negatively and this contribution is quite small. 3) The level of enthusiasm of business people when Covid 19 in Bandung is quite small 4) Pride of my business people, including the respect of my family, is currently still quite large for SMEs during COVID-19 19 for the non-service sector. The total contribution is 70.50%, the remaining 29.50% is determined by other factors as many as 13 factors (Deden Sutisna, 2020).

There are two dominant factors affecting MSME actors, namely 1) Currently micro, small and medium entrepreneurs do not give up easily when there are difficulties  working / business, 2) Currently they are always eager to go to work / business every day. Based on the results of the analysis above, it can be stated that there are 2 dominant factors out of the 17 factors analysis from the service sector, the two factors have a total contribution of 76.39%, the remaining 23.61% is determined by other factors as many as 15 factors (Deden Sutisna, 2020).

#### **3) Ridwan Kamil Encourages 37 Thousands of MSMEs Affected by Covid-19 to Move to Digital (Ronal - Thursday, June 25 2020 09:00)**

"Pasardana.id - The Governor of West Java (West Java), Ridwan Kamil, encourages micro, small and medium enterprises (MSMEs) to take advantage of technology to anticipate business opportunities in the era of New Habit Adaptation (New Normal)."

"How could they not, according to him, people seem to limit themselves to their activities until the covid-19 vaccine is found. And if this continues, then economic growth in West Java could be minus below 0 percent. "

"People want to make transactions, but they are lazy to move because they limit themselves as long as there is no drug or vaccine for Covid-19. This is an opportunity to take advantage of digital technology," said Emil, his nickname, at Pakuan Building, Bandung, Wednesday (24/6/2020).

"According to him, this opportunity can be utilized by MSME players, especially by 37 thousand businesses affected by the corona virus pandemic. In terms of trend, digital MSMEs in West Java rose 17 percent. "

"Hopefully this pandemic will have a lesson. It is mandatory to migrate to digital," he explained.

This effort is at the same time to encourage economic growth in West Java in the range of 2 percent to 3 percent.

"If West Java does not make economic efforts, does not implement IMR in this June, the economic calculation result could be minus below zero percent. With the opening of the economy, we can maintain a maximum of 2 percent to 3 percent," explained Emil.

That is the underlying thing that will allow the opening of 90 percent of the economy in the Blue Zone and 60 percent in the Yellow Zone. This also applies to business actors in the MSME sector so that their economic performance can start running.

For your information, in the framework of AKB, 90 percent of economic activities in the Blue zone have been opened, and 60 percent in the yellow zone.

"So, MSMEs and the economy can slowly return to their activities while we continue to control the Covid-19 pandemic with IMR," he added.

<sup>15</sup>  
<https://pasardana.id/news/2020/6/25/ridwan-kamil-dorong-37-ribu-umkm-terdampak-covid-19-pindah-haluan-ke-digital/>

**Table 1: Number of Enterprises, Workers, and Average Absorption of Non-Agricultural Micro, Small and Medium Enterprises (UMKM) workforce by Category in West Java, 2016.**

Category	Business Amount	Employee Amount	Average Labor Absorption
G. Wholesale and retail trade; Car and Motorcycle Repair and Maintenance	2.156.577	3.981.293	2
C. Processing Industry	600.720	1.673.252	3
I. Provision of Accommodation and Provision of Food and Beverage	860.312	1.569.177	2
P. Education	89.409	825.579	9
Hospital Other Services	181.017	403.469	2
H. Transportation and warehousing	295.782	357.279	1

**Resource: Economic census 1305097.32 in Deden Sutisna**

Departing from the research background above, the problems that become the focus in this study are 1) how the conditions of the work environment, education, training and performance of MSME players in Bandung City, 2) how to support the contribution of the work environment, education, training <sup>17</sup> to the performance of MSME actors in Bandung City during COVID 19. Meanwhile, the purpose of this study is to determine the conditions of the work environment, education, training and performance of MSME players in Bandung City, and support for the contribution of the work environment, education, training to the performance of MSME actors in Bandung City during COVID 19.



## THEORETICAL FOUNDATION

The work environment is a place where employees carry out activities every day. A conducive work environment provides a sense of security and allows employees to work optimally. The work environment can affect employee emotions. If an employee enjoys the work environment where he / she works, then the employee will feel comfortable at work, doing activities so that work time is used effectively. The work environment includes work relationships that are formed between fellow employees and work relationships between subordinates and superiors as well as the physical environment in which employees work.

According to Sutrisno (2010: 67) the work environment is the entire work facilities and infrastructure around employees who are doing work which can affect the implementation of work. This work environment includes workplaces, work facilities and aids, cleanliness, lighting, serenity, as well as working relationships between the people who are there. Meanwhile, according to Sedarmayanti (2013: 23) states that the work environment is the entire tooling tool and material faced, the surrounding environment where a person works, his work methods, and work arrangements both as individuals and as groups.

Training and development in organizations begins when a person joins an organization and continues throughout his or her career within that organization, regardless whether that person is an executive or a line executive employee. Training and development programs must respond to job changes and integrate long-term plans with organizational strategies to ensure efficient and effective use of resources.

According to Robert in Sinambela (2016: 170) that "Training is defined as an activity designed to prepare employees who attend training with the knowledge and skills needed for their current jobs".

Anwar Prabu Mangkunegara (2011: 44) states "a short-term educational process

According to RI Law No.20 which uses a systematic and organized procedure where non-managerial employees learn technical knowledge and skills for a limited purpose ". According to Wexley & Yulk in Edy Sutrisno (2012: 67), there are three reasons why in 2003 about the National Education System Chapter 1 Article 1 Verse 1 explains that "Education is a conscious and planned way to create an atmosphere of learning and learning processes so that students are active. develop his potential to have spiritual, religious, self-control, personality, intelligence, noble character and skills necessary for him, society, nation and state ". According to Ranupandojo (2002: 77) education is "an activity to increase a person's knowledge, including increasing mastery of theory and skills to decide on problems in achieving goals. Community education provides opportunities for individuals to equip themselves with basic skills and knowledge to deal with their environment.

According to RI Law No.20 of 2003 concerning the National Education System Chapter 1 Article 1 Paragraph 1 explains that: "Education is a conscious and planned way to create an atmosphere of learning and learning processes so that students actively develop their potential to have spiritual potential. religion, self-control, personality, intelligence, noble character and skills needed by him, society, nation and state ".

Performance is the result or overall success rate of a person during a certain period in carrying out a task compared to various possibilities, such as work standards, targets or targets or criteria that have been determined in advance and have been mutually agreed upon. The following is the definition of employee performance according to several experts: According to Mathis and Jackson (2011: 378) performance is basically what employees do or not do. Employee performance common to most jobs includes the following elements: quantity of

results, quality of results, timeliness of results, attendance and co-operation. According to Bangun (2012: 231) performance is the result of work achieved by a person based on job requirements (job requirements). A job has certain requirements to be able to achieve goals which are also known as job standards. Gomes, Faustino Cardoso (2010: 162) states that performance is a record of the outcome of a particular job function or employee activity during a certain period of time.

## RESEARCH METHODS

This research uses descriptive analysis method as well as causal associative, with data obtained by survey from small and medium micro business actors in the city of Bandung-West Java-Indonesia. The number of selected respondents was 45 people with data retrieval using a questionnaire distributed with google form. The analysis technique uses multiple regression and the coefficient of determination first analysis qualitatively. The data test was conducted to measure the validity and reliability as well as the classic assumption test both to determine the level of multicollinearity, heteroscedasticity and normality of the data.

## RESEARCH RESULTS AND DISCUSSION

### 1. Data test results

The data obtained from respondents was tested, and the results can be explained as follows;

The conditions of the work environment, education, training and human resource performance of MSME actors are all valid and reliable because the results of the SPSS Version 25 test show > 0.30 and > 0.70. Example of calculation results as below.

**Table 1: Case Processing Summary For X1**

		N	%
Cases	Valid	45	100.0
	Excluded <sup>a</sup>	0	.0
	Total	45	100.0

a. Listwise deletion based on all variables in the procedure.

**Table 2: Reliability Statistics For X1**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.809	.845	10

**Table 3: Item-Total Statistics For X1**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
VAR00001	35.4889	25.937	.642	.622	.777
VAR00002	35.4667	25.709	.569	.484	.783
VAR00003	36.3333	26.455	.410	.326	.802
VAR00004	35.6444	24.643	.670	.554	.771
VAR00005	36.8000	31.982	-.116	.161	.880
VAR00006	35.4444	26.207	.612	.578	.780
VAR00007	35.4889	25.483	.674	.587	.773
VAR00008	35.0222	25.386	.668	.688	.773

VAR00009	35.2000	25.936	.630	.664	.778
VAR00010	35.3111	26.765	.598	.576	.783

**Table 4 : The conclusion from the overall results of the data validity test**

No	Variable Name	Standar	Average Results
1.	Lingkungan Kerja (X1)	0.30	0.60(> 0.30) = Valid
2.	Pendidikan (X2)	0.30	0.84(> 0.30) = Valid
3.	Perlatihan (X3)	0.30	0.45(> 0.30) = Valid
4.	Kinerja SDM (Y)	0.30	0.31(> 0.30) = Valid

**Table 5 : The conclusion from the overall results of the data reliability test**

No	Variable Name	Standar	Average Results
1.	Lingkungan Kerja (X1)	0.70	0.81(> 0.70) = Reliable
2.	Pendidikan (X2)	0.70	0.94(> 0.70) = Reliable
3.	Perlatihan (X3)	0.70	0.70(= 0.70) = Reliable
4.	Kinerja SDM (Y)	0.92	0.92(= 0.70) = Reliable

## 2. Conditions of the working environment, education, training and the performance of the human resources of MSME actors

2.1 The work environment is a physical and physical condition that affects the place of business, therefore it is often classified<sup>23</sup> into tangible and intangible work environments. These two environments will have an impact on the business and performance of the business even if they differ in value. The difference in impact will be determined by the type of business that is present and active. The condition of the MSME business environment in Bandung City during C) VID 19 can be explained as follows in table 6.

2.2 Education is a condition of the part of the competence possessed by every UMKM actor in Bandung. This competency will show the reliability and professionalism that every UMKM actor has in running his business. This condition appears as in table 7.

2.3 Training is part of the competency that is closer to the skills possessed including the implementation of training by various parties in an effort to mediate problems arising from COVID 19 related to the skills needed to overcome business technicalities. This condition is shown in table 8.

2.4 the performance of the human resources of MSME actors in running the business is information related to the business results owned by each UMKM actor. With post major Covid 19 whether it affects this aspect, the results will be seen in table 9.

**Table 6 :Summary Item Statistics For Business Environment**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.958	2.778	4.556	1.778	1.640	.291	10



**Table 7 : Summary Item Statistics For Education**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.864	3.200	4.156	.956	1.299	.066	10

**Table 8 :Summary Item Statistics For Skill**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.680	2.756	4.222	1.467	1.532	.304	5

**Table 9: Summary Item Statistics For HRD Performance**

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.680	2.756	4.222	1.467	1.532	.304	5

3 Based on the table above, it can be seen that the conditions of the business environment, education and skills and HR performance of MSMEs are 3.96, 3.87, 3.68 and 3.68. meaning that it is still in good condition because it is in the interval 3.00 - 4.00.

### 3.The level of termination of the work environment, education and training on the performance of the human resources of MSME actors

The magnitude of the influence caused by the business environment and training education on the performance of MSME players in Bandung City, as support for these factors can be explained by the SPSS output as follows:

**Table 10: Environment Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.533 <sup>a</sup>	.285	.268	5.49812	.285	17.106	1	43	.000

a. Predictors: (Constant), Business Environment

**Table 11: Education Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.592 <sup>a</sup>	.350	.335	5.24040	.350	23.164	1	43	.000

a. Predictors: (Constant), Business Training

**Table 12: Training Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.353 <sup>a</sup>	.125	.104	6.08211	.125	6.118	1	43	.017

a. Predictors: (Constant), Business Education

**Table 13: Total Effect Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	

1	.687 <sup>a</sup>	.473	.434	4.83432	.473	12.249	3	41	.000
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a. Predictors: (Constant), Business Education , Business Training, Business Environment

Based on the SPSS output, it can be explained as follows:

1. The influence of the business environment on the performance of MSME business actors in the city of Bandung is 28.50%, the remaining 71.50% is determined by other variables that are not examined such as government policies, markets and so on.
2. The effect of education on the performance of MSME business actors in Bandung City is 35.00%, the remaining 65.00% is determined by other variables that are not examined such as the business environment, training, government policies, markets and so on.
3. The effect of training on the performance of MSME business actors in the city of Bandung is 12.50%, the remaining 87.30% is determined by other variables that are not examined such as business environment, education, government policies, markets and so on.
4. The influence of the business environment, education, training on the performance of MSME business actors in the city of Bandung is 47.30%, the remaining 52.70% is determined by other variables that are not examined such as government policies, markets and so on.

Comprehensively the above results can be model in the following figure:

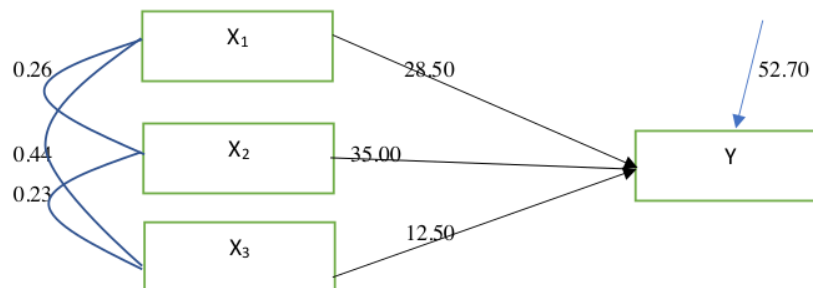


Figure 1: Research Result

## CONCLUSIONS AND SUGGESTIONS

### Conclusion:

The results of the study concluded that; 1) the business environment has an influence on the performance of MSME actors and this influence is categorized as quite small. The external environment has a very decisive impact on the performance of MSMEs, as their businesses are more informal and flexible and mostly without permits. 2) Most of their education is at the primary and secondary levels, and this education has a fairly large contribution compared to other variables, meaning that the current education provides a strong boost to performance, even though it is still at low criteria. 3) training has the least support compared to the two variables of education and the business environment, meaning that during the COVID-19 pandemic, other skills are needed that are different from normal times. 4) Simultaneously support from the business environment, education and training has an influence on the performance of MSME actors, this influence is categorized as quite large and the rest is determined by variables not studied, for example business capital incentives, support from government facilities and so on. All the above conclusions are in line with the results of

research by Deden Sutisna (2020) in the same location, that the performance of MSMEs will be determined by the reliability of business actors and the business environment.

### **Suggestion:**

The results of this study are suggested as a follow-up, namely:

1. Relocation and determination of MSME business locations to be fixed permanently by the government, so that it has a strong impact on aspects of the business environment, especially the external environment and furthermore on their performance.
2. Current training has very little impact, it needs to be paid attention by the government in particular, so that it will be able to boost the productivity and performance of MSMEs.

On the basis of the above research results, the recommendations in this research are; 1) current training has very little impact, needs to be improved and the best solution is sought, especially looking for a model that suits the needs when COVID 19 is running, 2) the performance of MSME players during Covid 19 is more determined by factors that are moderating variables such as government policies, supply chain of raw materials and market openness, social and political conditions of society. For this reason, interested parties, including the government, must immediately address these factors.

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