

Fishing Business Performance Analysis: An Entrepreneurial Approach

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Abstract

Entrepreneurship requires work motivation, entrepreneurial learning and entrepreneurship commitment to improving business performance in various types of businesses, especially in the business activities of fishing communities. This study used a purposeful sample of 70 respondents and focused on fishermen who use boats as fishing equipment in the sea. The results of the study indicate that work motivation and commitment to entrepreneurship directly and partially have a significant positive effect on business performance, while entrepreneurial learning has an insignificant effect, while simultaneously work motivation, entrepreneurial learning and commitment to entrepreneurship have a positive and significant effect on business performance.

Keywords: Work motivation, entrepreneurial learning, entrepreneurial commitment, business performance

Analisis Kinerja Usaha Penangkapan Ikan: Suatu Pendekatan Kewirausahaan

Abstrak

Kewirausahaan membutuhkan motivasi kerja, pembelajaran kewirausahaan dan komitmen kewirausahaan untuk meningkatkan kinerja usaha di berbagai jenis usaha, terutama dalam kegiatan usaha masyarakat nelayan. Metode penelitian ini dilakukan secara purposive pada nelayan yang memiliki perahu sebagai alat tangkap ikan di laut dengan jumlah sampel 70 responden. Hasil penelitian menunjukkan bahwa motivasi kerja dan komitmen berwirausaha secara langsung dan parsial berpengaruh positif signifikan terhadap kinerja usaha, sedangkan pembelajaran kewirausahaan berpengaruh tidak signifikan, sedangkan secara simultan motivasi kerja, pembelajaran kewirausahaan dan komitmen berwirausaha berpengaruh positif dan signifikan pada kinerja usaha.

Kata kunci: Motivasi kerja, pembelajaran wirausaha, komitmen wirausaha, kinerja usaha

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INTRODUCTION

Barombong is a sub-district in Makassar City, the capital of South Sulawesi Province, as one of the fishing community settlements in Makassar City which has a relatively small population compared to other professions residing in the Barombong sub-district. Barombong sub-district has a strategic location in terms of the economy for fishing communities to live in business in the fishing sector because it is directly adjacent to a large river and in the north. This river is called the Jeneberang River which flows into the sea directly whereas the western and southern parts are in close proximity to the Makassar Strait and the Java Sea.

The fishing community is one of the community members that receive little attention and the level of welfare is still below the poverty line. The fishing community is not only poor in Indonesia, but in many other countries it is also often described as a backward society with all its attributes (Mubyarto, 1994). The livelihood and primary source of household income for the fishing community is the sale of fish caught in the sea for domestic consumption. This activity can be claimed as a profession or a type of work and if done professionally it will generate a large income for the fishing community.

In the Barombong sub-district, the fishing sector has the potential to grow by boosting national exports in the field of capture fisheries and in general the fisheries sector. This requires government policies that benefit fishing communities, for example entrepreneur learning in the form of training and technical guidance to improve the skills of fishing communities (Rauf et al., 2017; Rakib, 2016; Rauf, 2020). Other efforts to improve business performance are through the modernization of fishing equipment owned by the fishing community (Rahayu et al., 2017). The provision of boats with greater transport capacity so that the fishing community could further fish from the coast to have the opportunity to get more fish (Rauf et al., 2017). With the existence of a policy that gives partiality to fishing communities, it will provide higher income and prevent the community of fishermen from leaving to pursue other occupations.

A Marine Fishing Business must be capable of being creative and innovative in finding and creating a variety of ideas, choices and scope of entrepreneurs in managing business units, because the presence of ideas or creativity in the development of business units will have an impact on business performance. Therefore, it is necessary to have high work motivation and entrepreneurial spirit which encourages someone to handle business units in a professional manner.

Work motivation shall not be separated from business success (Kreitner, 2001) owing to the fact that it is a significant factor that serves as a moderator between entrepreneurial commitment and business performance that serves to direct actions to achieve common goals, namely business performance (Suryana, 2014). Robbins, (2015) argued that motivation is the desire to do as a willingness to issue a high level of effort for organizational goals, which is conditioned by the ability of the effort to fulfill an individual's needs.

In fulfilling individual needs, the indicators used in this study are the hierarchical theory of Abraham A Maslow's needs in Siagian (2010), namely:

- Physiological needs, such as clothing, food and shelter;
- Security needs, not only in the physical sense, but also mentally, psychologically and intellectually;
- Social needs;
- The need for prestige which is generally reflected in various status symbols;
- Self-actualization in the sense of the availability of opportunities for someone to develop the potential contained in him so that it turns into a real ability;
 - The potential contained in him so that it turns into a real ability.

Rauf et al., (2017) defined entrepreneurial learning as a set of actions designed to strengthen a person in carrying out their business activities such that each of them could be used from outside in the form of input from other parties and within themselves in facing the risk of unknown results.

The indicators used in entrepreneurial learning are:

- Education and training. Education is defined as the process of extending the care and existence of a person to himself, while training is a process where workers learn the skills, attitudes and behaviors needed to carry out their work effectively.
- Experience. A process carried out by a person on the profession he is engaged in covers the length, number and number of types of work that are being or have been done in developing his business.
- Mentoring. Mentoring is defined as the process of forming and maintaining a developing relationship that takes place intensively between trainers (experienced people) and students (students who are educated).

Entrepreneurial commitment is the consistency of goals to be achieved by an entrepreneur by holding to the principles of entrepreneurship. Several studies have found that commitment to entrepreneurship can be influenced by how much work motivation in entrepreneurship is from someone. This means that the greater the work motivation possessed by entrepreneurs, the higher the motivation to commit to entrepreneurship (Nadhar et al., 2017; Rauf et al., 2017; Ratna et al., 2018).

The importance of entrepreneurial commitment in running a profession is a challenge for every entrepreneur in seeking opportunities, utilizing opportunities in managing these opportunities into a business. To be able to increase the commitment of entrepreneurship in every entrepreneur in seeking opportunities or utilizing opportunities, it needs to be supported by the existence of creativity and innovation in business, because with a strong commitment to entrepreneurship, it will be able to increase the effectiveness in managing business units which will ultimately improve business performance.

This study will discuss the influence of work motivation, entrepreneur learning and entrepreneurial commitment on the business performance of fishing communities in Barombong sub-district, Makassar City, South Sulawesi. The purpose of this research is to find out and analyze the influence of work motivation, entrepreneur learning and entrepreneurial commitment partially on the business performance of fishing communities in Barombong sub-district, Makassar City, South Sulawesi.

METHOD

This research is explanatory research, which aims to determine the effect of work motivation, entrepreneur learning and entrepreneurial commitment on the business performance of fishing communities, either directly or simultaneously. In addition, 70 respondents were used in the data collection process by way of questionnaire distribution.

The data analysis technique used multiple regression. The results of the validity and reliability tests on the questions showed that they were valid and reliable. Classical assumptions through normality tests, heteroscedasticity tests, and multicollinearity tests

have been carried out. Furthermore, the determinant coefficient test (R^2) and t-test, and F test were carried out. The test used the significance level ($\alpha = 5\%$).

The framework of this research model is described as follows:

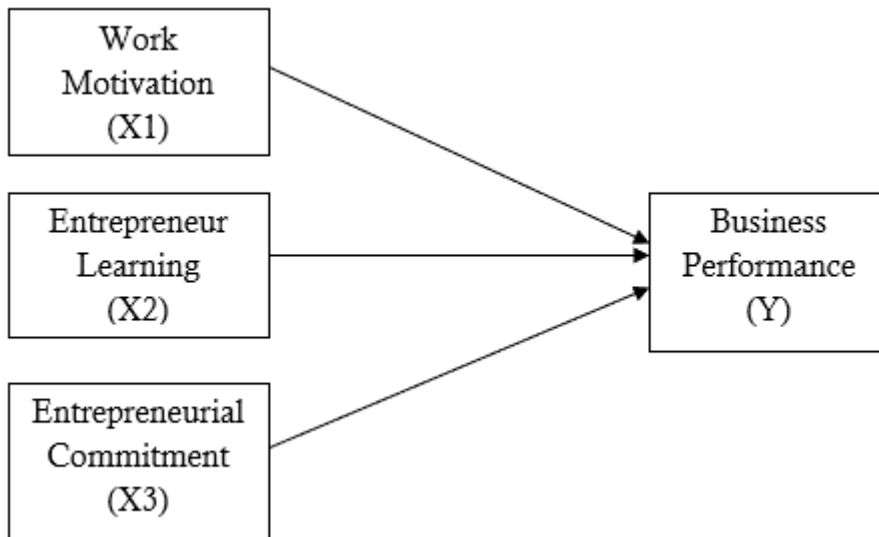


Figure 1. Research Model

FINDING AND DISCUSSION

The results of the normality test showed that the research data were normally distributed. In the Work Motivation (X1), Entrepreneur Learning (X2), and Entrepreneurial Commitment (X3) heteroscedasticity tests, the points are spread out and do not form a specific pattern, meaning that they do not have heteroscedasticity. The multicollinearity test is indicated by the tolerance value of Work Motivation, Entrepreneur Learning, and entrepreneurial Commitment < 1 . VIF value of Work Motivation, Entrepreneur Learning, and Entrepreneurial Commitment < 10 . So Work Motivation, Entrepreneur Learning, and Entrepreneurial Commitment data do not have multicollinearity.

The linearity test on each independent variable was used to determine the linearity of the data. If the value of linearity < 0.05 , then the data of this study meet the requirements of linearity. The results show that Work Motivation (X1), Entrepreneur Learning (X2), and Entrepreneurial Commitment (X3) < 0.000 . Thus Work Motivation (X1), Entrepreneur Learning (X2), and Entrepreneurial Commitment (X3) meet the requirements of linearity.

Table 1. *Coefficient Determinasi*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,749	0,561	0,541	2,265

Table 1 shows the determinant coefficients. The value of determinant coefficient or R squared (R^2) in table 1, multiplied by 100%. The result is the value of R squared $0.561 \times 100\% = 56,1\%$. So 56,1% of Business Performance is influenced by Work Motivation, Entrepreneur Learning, and Entrepreneurial Commitment. This means that the independent variables of Work Motivation, Entrepreneur Learning, and Entrepreneurial Commitment are critical in supporting good business performance. The rest (error) 43,9% Business Performance is influenced by other variables. This suggests that 43,9% of the success in improving business performance is determined by other variables not investigated in this study. The correlation is 0.74 in the strong category.

The t-test (t arithmetic) through the regression coefficient table can predict how much influence the partial Work Motivation, Entrepreneur Learning, and Entrepreneurial Commitment have on Business Performance. As seen in Table 2 below:

Table 2. *Regression Coefficient*

Research Model	Unstandardize		Standardized	T Value	T Table	Sig	Decision
	d Coefficients		Coefficients				
	B	Std. Error	Beta				
Constant	7.923	3.805		2,082		0,041	
Work motivation (X1) on Business Performance (Y)	0,619	0,106	0,549	5,862	1,671	0,000	Significant
Entrepreneur Learning (X2) on Business Performance (Y)	0,108	0,071	0,131	1,536	1,671	0,129	No Significant
Entrepreneurial Commitment (X3) on Business Performance (Y)	0,366	0,138	0,259	2,659	1,671	0,019	Significant

Table 2 shows the t-value of the influence of Work motivation (X1) on Business Performance (Y) is $5.862 > t$ table 1.671 with a significance of $0.000 < 0.05$, indicating that Work Motivation (X1) has a significant effect on Business Performance (Y). Therefore, the hypothesis is accepted. The t value of the impact of Entrepreneur Learning (X2) on Business Performance (Y) is $1.536 > t$ table 1.671 with a significance of $0.129 > 0.05$, indicating that the hypothesis states that Entrepreneur Learning (X2) has no significant effect on Business Performance (Y) is rejected. The t value of the influence of Entrepreneurial Commitment (X3) on Business Performance (Y) is $2.656 > t$ table 1.671 with a significance of $0.019 < 0.05$, indicating that the hypothesis which state that

Entrepreneurial Commitment (X3) has a significant effect on Business Performance (Y) is accepted.

The following are the results of the F test on independent variables simultaneously with the dependent variable, as shown in Table 3.

Table 3 shows the calculated F value of 28,148 and F table of 2,742 with a

Table 3. *F Test Results*

Df	F Value	F Table	Sig
Df1= 3 Df2= 67	28,148	2,742	0,000

significance of 0,000. F value > F table with a significance level of $0,000 < 0,05$ shows the effect Work Motivation, Entrepreneur Learning, and Entrepreneurial Commitment on Business Performance simultaneously. Thus, the research model of the influence of Work Motivation, Entrepreneur Learning, and Entrepreneurial Commitment simultaneously affect business performance is accepted.

The findings of this study indicate that Work motivation has a very large influence when compared to entrepreneur learning and entrepreneurial commitment. This means that the fishing community in Barombong sub-district is running its business because it is driven by strong work motivation.

The Effect of Direct Work Motivation on Business Performance

Hypothesis testing shows that work motivation has a significant direct effect on business performance where $t \text{ count} > t \text{ table}$ ($5.975 > 1.671$). In contrast to entrepreneur commitment and entrepreneur learning, work motivation has a very significant impact. This means that the fishing community in Barombong sub-district is running its business because it is driven by strong work motivation.

The results of this study are supported by the opinion of Shane, (2003) each motivation is very relevant to business activities, the stronger work motivation, business activities also increase. Motivation has the power of the tendency of a person/individual to involve themselves in activities that lead to goals in work as satisfaction, but further a feeling of pleasure or willingness to work to achieve work goals. Motivation is a condition in someone who activates or moves the person. This can be interpreted that with motivation, then someone is moved or motivated to do something. Motivation is seen as a motor that creates energy in a person and with that energy someone is able to take action. . Thus, work motivation influences a person's appearance (performance) as a positive attitude that will have an impact on business performance in his profession.

Likewise, research conducted by Rauf et al., (2017) has a positive and significant influence between work motivation and the performance of marine fishing businesses. It was found that marine fishing businesses were largely motivated to meet physiological needs (clothing, food and shelter). Likewise, the research conducted by Manzoor (2011),

entitled *Impact of Employees Motivation on Organizational Effectiveness*. The results of this study found that work motivation has an effect on increasing work effort. In conclusion, it could be said that business performance is influenced by work motivation.

The Effect of Direct Entrepreneurial Learning on Business Performance

The results of this study indicate that the influence of entrepreneurial learning on business performance is very weak and not significant when compared with work motivation and Entrepreneurial Commitment. This is evidenced by the results obtained, namely $t_{count} < t_{table}$ ($1,375 < 1,671$). The weak influence of entrepreneur learning on business performance in this study was due to the lack of training and mentoring obtained by fishermen during their businesses. Experience in carrying out his profession as a fisherman is a dominant factor in increasing the influence of entrepreneur learning on business performance.

This research emphasizes the role of experience in developing entrepreneurial knowledge by integrating learning theory experience into the field of entrepreneurship. The process of learning experiences where enterprising individuals continually develop their entrepreneurial knowledge throughout the life of their profession. In addition, education and training and mentoring are rarely obtained by fishermen.

The results of this study, supported by research conducted by Rauf et al., (2017), found that entrepreneur learning has a weak influence because of the lack of training and entrepreneurship courses for the development of marine fishing businesses, both on their own initiative and those held by the government. The role of experience is what gives a positive influence on business performance.

The findings of this study provide information that the indicator of entrepreneur learning variables that contribute high is experience. The results of this study are also supported by the opinion of Suryana (2014), that the most decisive factor so that we can act wisely and have a deep business feeling is a need for experience. Our experience can be from our business as entrepreneurs, or we have worked for someone or some entrepreneur. While research conducted by Ratna et al., (2018) mentoring indicators contribute to entrepreneur learning.

Entrepreneurial Commitment has a Significant Influence on Business Performance

The results of the analysis show that entrepreneurial commitment has a positive and significant influence on the performance of marine fishing businesses in Barombong sub-district, Makassar City. This shows that increasing the quality of commitment to entrepreneurship has a tendency to provide strength in improving the business performance of fishing communities. From the results of the analysis obtained, it illustrates that the business performance of fishing communities could be successful since it is reinforced by the characteristics of respondents who have a strong commitment based on a deep conviction on the success of the business undertaken and are part of their lives down from their families (people parents) to carry out their family life.

An entrepreneurial commitment that has a significant influence on business performance. The focus of the mind is directed at the task and effort by always trying to get maximum results. A highly committed entrepreneur is someone who obeys or fulfills his promise to advance his business efforts whenever his mind is not separated from his company, they always use resources efficiently and always tries to get the maximum possible results with minimal resources. According to Snyder, (1996) commitment is a “Psychological Bond” with an organization. This is in line with the results of research Wibowo, (2014), suggesting that a person's success is 20% supported by the level of intelligence and 80% of it by an entrepreneurial spirit supported by social intelligence.

Furthermore, Robbins (2015), says that “Commitment is a sense of identification (trust in organizational values), involvement (willingness to try as well as possible in the interests of the organization) and loyalty (the desire to remain a member of the organization concerned) a member of his organization.”

Effect of Work Motivation, Entrepreneur Learning and Entrepreneurial Commitment Simultaneously on Business Performance

Based on the results of the previous hypothesis test, explained that the direct and simultaneous influence of work motivation, entrepreneur learning and entrepreneurial commitment is significant to business performance where the value of $f_{count} > f_{table}$ ($28.558 > 2.75$), but it appears that entrepreneur learning does not contribute significantly to influence of business performance.

The results of this study illustrate that entrepreneur learning could not be separated from efforts to increase work motivation and entrepreneurial commitment to business performance. If learning entrepreneurship is high, then business performance is also high. Likewise, work motivation and entrepreneurial commitment must be improved if you want business performance to increase. In this study, the lack of external motivation could be in the form of education/training and mentoring as part of the indicator of entrepreneur learning, because education/training and mentoring are indicators that have an important role so that the government is expected to provide special training to fishermen as well as mentors or teachers motivating the form of regular technical guidance so that by itself will strengthen the entrepreneurial commitment.

Rakib (2016), argued entrepreneur learning through education and training, experience and mentoring are factors that support the performance of small businesses, assuming that better entrepreneurship learning through education and training, experience, and mentoring will provide better knowledge in managing the business.

Suryana (2014), entrepreneurs who want to maintain their business will have the desire to use businesses that support the organization's or company's goals. Because entrepreneurs who show high commitment have the desire to provide more energy or responsibility to support the welfare and success of their business.

In short, in essence, strong work motivation will encourage a high commitment to entrepreneurship. Strong work motivation can be obtained from outside in the form of education and training, experience and mentoring so that an affective commitment that is

related to emotional, identification, and entrepreneurial involvement in business development is formed. This indicates that maximum business performance will be born if work motivation, entrepreneur learning and entrepreneurial commitment must be in line.

Aisyah et al. (2017), argued higher education is indeed not an absolute requirement for success but is very dependent on personality. Success is not a gift, success is not a smooth journey without obstacles and tests. Hard work forms a strong business person on the road to success goals. This research demonstrates that the success of a businessman is determined by a variety of factors, both personal and external, taking into account the environment in which the business is conducted.

The Most Dominant Variables

Based on the results of the coefficient value of influence and significance value, it illustrates that work motivation variables have a very dominant and significant effect on business performance where the value of R Square is 0.481 when compared to entrepreneur learning and entrepreneurial commitment.

The results of this study are supported by research conducted by Purnama & Suyanto (2010), that there are simultaneous and partial influences of business motivation on the ability of small shoe industry businesses in East Java. There is an effect of simultaneous and partial business ability on the success of small industrial enterprises in East Java.

Gemina (2016), said motivation is a fundamental psychological process and one of the elements that can explain a person's behavior. Motivation is one of the determining factors in achieving goals. Motivation is related to encouragement or strength that is in human beings. Motivation is in humans which is invisible to others. . Motivation moves people to display behavior toward achieving a certain goal.

In this study, the results of the questionnaire answers to the work motivation variables provide the most answers to the indicators of meeting basic needs. This means that the work motivation of fishing communities has not yet reached the stage of self-actualization because the income earned is still limited to meeting basic needs. This research is supported by Manggabarani (2017), the economic condition of the fishing communities living on the coast is still very low. Similarly, the research conducted by Andjarwati (2017), the fundamental problem faced by fishermen is the lack of access to capital sources, markets and technology, and fishermen organizations that are still weak.

From this research, it was found that work motivation was only limited to meeting basic needs because it was caused by the ownership of fishing gear, that is, fishermen were classified as subordinates or did not have a boat so the catch had to be shared with fishermen who owned boats.

CONCLUSION

Entrepreneurship learning is very much needed by the fishing community in improving their business performance, it could be through government assistance, especially

increasing expertise and capital assistance. Work motivation and entrepreneurial commitment have a significant positive effect on the business performance of fishing communities whereas entrepreneur learning has no significant effect. Work motivation, entrepreneur learning and entrepreneurial commitment simultaneously influence business performance. Entrepreneur learning does not make a significant contribution and the effect is very weak compared to other independent variables. Work motivation has a dominant influence on business performance.

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