



Training Effectiveness and It's Influence on Food Processing Bussiness Development

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Abstract

Training evaluation is carried out to assess how effective a training is, so that it can have an influence on business actors. This study aims to analyze the effect of reaction rates, levels of learning and the level of change in participant behavior towards business development.

This research took place at the Makassar Industrial Training Center. The location selection was carried out by purposive sampling with the consideration that the location is one of the industrial training institutions for business actors, especially small industries in the field of food processing. The population in this study were alumni of training who were food processing business actors, using the Slovin formula, a sample of 77 people was obtained. The analytical method used to answer the objectives of this study is descriptive quantitative and regression analysis. The results of the analysis show that the training of various food processing for food processing business actors carried out by the Makassar Industrial Training Center based on the reaction rate variable is very effective with a score of 3.27, the learning variable is effective with a score of 3.24 and the behavior change variable is effective with a score of 3.12. Regression analysis shows that the effectiveness of training has a significant effect on improving the performance of food processing business actors.

Keywords: Training Effectiveness, Business Performance, Food Processing

A. Introduction

Industrial food processing in the form of foods and drinks is one of the small industrial sector that is highly prospective for development. It is constituted by the potential for very high consumption. With a very large population of around 250 million people, of course, the food needs that have to be met are also very high. It was to encourage the emergence of a wide range of industries in the field of food processing of foods and beverages. According to data from the Central Statistics Agency, the small-scale food processing industry is the largest sector compared to other sectors. In 2017 there were around 1.67 million business units and in 2018 it increased to around 1.85 million business units. However, although the number of small food and beverage industry business units has increased, marked by the increasing number of business actors, this is not the case with business performance as seen from the contribution of this sector to GDP.

The Ministry of Industry noted that there was a decrease in contributions in 2018 of 7.91 percent which previously scored a contribution of 9.23 percent in 2017 . One of the actors that is a barrier in increasing the competitiveness and performance of Indonesia's small industries is the low quality of human resources (Antoni, 2007) . Therefore, human resources are one of the main problems that need to be addressed in efforts to develop small industries. Improving the quality of human resources is needed, especially in the field of HR competencies such as knowledges, skills and abilities as well as attitude in entrepreneurship (Ardiana, 2010).

In an effort to improve the quality of human resources to encourage increased business performance, the government has made various efforts to overcome this problem, including through training provided to business actors. The Makassar Industrial Training Center (BDI Makassar) is one of the government agencies that supports government programs by providing technical training related to food processing for small industry actors who are involved in food processing throughout Indonesia. With this training, it is hoped that it can improve the knowledge and skills of business actors, so that in the future their businesses will continue to grow. In order to ensure that the training carried out has an influence on business actors, it is necessary to conduct an evaluation. According to Simamora (2004), an assessment of the influence of training programs on behaviors and attitudes in the short and long term is needed in the evaluation process . Evaluation is done to see how effective the training is so that the future can be seen how they will affect business development. Whether a training is effective or not depends not only on the training implementer but also on how the level of reaction, learning and behavior of participants, in this case are business actors. Training must be carried out effectively by the organizers and be able to be absorbed effectively by business actors as participants. In accordance with the general objectives of training, namely (1) to develop skills, so that task completion can be faster and more effective. (2) to develop knowledge, where work can be completed rationally. (3) to develop attitudes, thereby creating responsibility and cooperation within the organization (Hamalik, 2007).

This research was conducted to analyze how effective the implementation of training at the Makassar Industrial Training Center and how it affects the development of the food processing business.

B. Methodology

1. Research Design

The research was a survey that use questionnaire as a primary data collecting tool. The research located at the Makassar Industrial Training Center. The location selection was carried out purposively. Research was conducted in July 2020

2. Participants/Respondents/Population and Sample

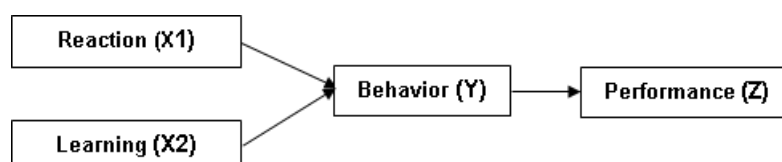
The population in this study were all training participants who had completed training in food processing based on chocolate, seaweed and fish at the Makassar Industrial Training Center in 2019. Sample in the study in this study were 77 training alumni. The sample selection is done randomly with simple random sampling technique.

3. Technique of Data Collection

Data collecting method in this study using questionnaires distributed to respondents. This questionnaire contains a list of questions that related to the object of research. The type of questions are open and closed types of questions. Respondent's answers is measured using a modified Likert scale with a value range of 1 to 4.

4. Research Variable

The variables measured in this study are the independent variables and the dependent variable. The independent variables include reaction (X1), learning (X2), behavior (Y) as intervening variable, and the dependent variable is performance (Z). This following is a research concept framework.



5. *Technique of Data Analysis*

Technique of data analysis can be interpreted as a way to carry out an analysis of the data, with the purpose of processing such data to answer the formulation of problem (Sujarweni, 2014). Data analysis in this study use quantitative descriptive analysis and regression analysis. multiple linear regression analysis. Training effectiveness is measured through the response of the training participants to the level of reaction, learning, and behavior. Furthermore, the effect of the training effectiveness is measured to determine the effect on the business performance of the food processing business actors. The following is a table of the average score scale to determine the effectiveness of training.

Table 1. Average Score Scale

Scale	Interpretation of result
1,00 – 1,75	Very ineffective
1,76 – 2,50	Ineffective
2,51 – 3,25	Effective
3,26 – 4,00	Very effective

C. Findings and Discussion

1. *Description of Training Effectiveness Based on Reactions, Learning and Behavior*

The scoring results that show the level of effectiveness of the training based on the level of reaction, learning and training participants' behavior towards the implementation of the training can be seen in the table below.

Table 2. The effectiveness of training based on the rate of reaction, learning and behavior

No.	Indicator	Average Score	Category
1	Reaction	3.27	Very effective
2	Learning	3.24	effective
3	Behavior	3.12	effective

Source: Data processed in 2020

Based on the results in Table 2, responses of participants stated that the training is measured from the level of the reaction can be categorize very effective with a score of 3.27 based on indicators of teaching staff, training materials, training methods, infrastructure and training duration. Meanwhile, the participants' responses to the level of learning can be categorized as effective with a score of 3.24 based on indicators of knowledge, skills, and attitudes. Finally, the participant's response stated that the training measured from behavior change could be categorized as effective with a score of 3.12 based on indicators of creativity and innovation.

2. *Analysis of the effectiveness of training and its influence on business development*

Analysis of the effectiveness of training on business development is measured in stages . In the first analysis using multiple regression measures the effectiveness of training through the level of reaction and level of learning to behavior change . Furthermore, do the analysis of regression simple to measure the effect of changes in the behavior of the business performance. Analysis of the effectiveness of training through the level of reaction measured in five dimensions, namely teaching staff, training materials, training methods, pre-service facilities and training duration and learning levels measured in 3 dimensions, namely knowledge, skills and attitudes are carried out through regression tests carried out on variables training with multiple regression analysis and simple regression. Multiple regression tests are carried out to measure whether there is an influence of the reaction variable on changes in the behavior of business actors after participating in the training. From the results of the analysis, the regression equation is obtained as follows :

$$Y = 5.350 + 0.023X_1 + 0.421X_2$$

The value of the coefficient of the regression in the reaction is at 0.023 where the value of p variables that 0.731 is more substantial than α of 0.05 percent. In statistical rate of reaction does not affect significantly and positively to efforts to improve behavior. Meanwhile, the regression coefficient value in learning amounted to 0.421 where the p value of 0.001 variable was smaller than α 0.05. Statistically, the level of learning has a significant and positive effect on

the efforts to improve behavior. This may imply that how well the participants respond to the training instruments in the form of teaching staffs, materials, methods, infrastructure and training duration will not be able to change behavior without the implementation of what they get during the training. This shows that a business actor can be creative and innovative is determined by how they implement the results of the training obtained in the application of knowledge, skills and attitudes. This is in accordance with what was stated by (Duffy, 1996) in Nugraha(2005) that the ability of employees, apart from being influenced by training variables, is also influenced by other variables such as experience-based learning that can be used to help people find out their abilities.

Furthermore, a simple regression analysis was carried out to determine the effect of training effectiveness on business development. This analysis is carried out by measuring the influence of behavior change variables on business performance. From the results of the analysis, the regression equation is obtained as follows:

$$Z = 4.209 + 0.570Y$$

The regression coefficient value on behavior amounted to 0.570 where the p value of the variable was 0.000 smaller than α 0.05. Statistically, the level of behavior has a significant and positive effect on efforts to improve performance. The value of the regression coefficient is 0.570, this indicates that an increase in work behavior by 1% will increase behavior by 0.570%. The greater the level of behavior change, the higher the performance. Thus the conclusion is that changes in behavior in the form of creativity and innovation have an effect on business development as measured by business performance. The results of this study support the results of previous research by Kalil(2020) which shows that creativity and product innovation can improve the performance of small business actors positively and significantly both partially and simultaneously. Similar research was also conducted by Rahman et al., (2015) who found that creativity has a positive effect in supporting business success.

Based on the coefficient of determination of 0.452, it shows that the effect of the training effectiveness variable on business development is relatively small, namely 45.2 percent. Meanwhile, the other 54.8 percent are influenced by other variables that are not explained in the model. This is in accordance with Irawati (2018) that in addition to training to improve human resources of business actors, small business development also needs guidance, provision of supporting infrastructure, capital assistance, technology and professional consultants.

D. Conclusion

The effectiveness of the various food processing training carried out by the Makassar Industrial Training Center based on reaction variables is very effective with an average score of 3.27 , based on the level of learning is effective with an average score of 3.24 and behavior change is effective with an average score 3.12. The effectiveness of training has an influence on business development . Variable reaction and learning simultaneously have an influence on behavior change training participants with a coefficient of determination of 0.314, whereas variabel behavior has an influence on the performance of the food processing business with the coefficient of determination of 0.452 . For this reason, there needs to be an increase in several aspects of the training held by the Makassar Industrial Training Center in order to increase the effectiveness of training. Especially in the aspect of training duration which has the lowest score, which indicates that the current training duration is not sufficient to achieve the training objectives.

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