The Influence of Human Resources' Knowledge, Skills and Abilities on Business Sustainability
(Study on Wooden Batik Craftsmen, Krebet)

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Abstract. Tourism deposits have great potential in prospering the surrounding community and improving the economy. The ability and awareness of the community in managing the tourism potential that exists around is certainly very petrified for the economic life of local residents. The purpose of this research is to find out how Human Resources affect business sustainability. This study uses a quantitative approach with the population of this study is all Batik Micro, Small and Medium Enterprises (MSMEs) in the Krebet Tourism Village Area, Bantul Regency. Simplified sampling techniques. This technique is carried out by selecting samples freely according to the ease and access to data. The results of the study showed that the increase in knowledge did not have a significant effect on the business sustainability variable. Meanwhile, other variables such as HR Skills and Abilities have a significant impact on the business sustainability variable. the Adjusted R Square value is 0.764 or 76.4%. This shows that the improvement of knowledge, skills and abilities of human resources towards business sustainability is 76.4% while the remaining 23.6% is explained by other variables outside the model.

Keywords Improvement of Knowledge, Skills, Resource Capabilities, and Business Sustainability

1. INTRODUCTION

Tourism is one sector that has great potential to be developed. In addition to being a foreign exchange earner, tourism also plays a role in providing quite extensive employment opportunities so that community welfare also increases. Therefore, many regions rely on the tourism sector as a tool in economic development, including Yogyakarta (Prasetya & Hertikasari, 2024).

Bantul Regency is one of the regencies located in the Special Region of Yogyakarta. The Bantul Regency Government strongly supports the development of tourism. Various promotions are carried out to further introduce tourism, culture, arts, crafts and the Bantul area to the outside community (Bantul Regency Government, 2011). Efforts to develop tourism are also carried out in Krebet Village. Krebet tourism village, located in Krebet Hamlet, Sendangsari Village, Pajangan District, Bantul Regency, is a center for producing wooden batik. The center of wooden batik crafts in Krebet is mostly craftsmen who make various products from wood with batik finishing (Bantul Regency Government, 2024).

Krebet Tourism Village is a tourist attraction that prioritizes the involvement/participation of all levels of local society in managing the tourism village in order to improve the welfare of the community itself (Tourism Village Manager, 2018). The problem still faced by Krebet Tourism Village today is the low interest and awareness of residents to

participate in tourism activities. The low awareness of residents to participate is caused by the difficulty of dividing time between participating in tourism activities and their main jobs outside the tourism sector (Tourism Village Manager, 2018). In addition, the poverty rate in Sendangsari Village in 2023 was 32.12% and was the poorest village in Pajangan District (Central Statistics Agency, 2024). Although the batik business in Krebet, Bantul continues to survive, it is still experiencing several problems, one of which is related to the lack of competence of Human Resources (HR) both in business actors and batik craftsmen. This problem must be a concern for business actors and the government in supporting the development of the batik industry. HR competency is an intangible human capital and is very vital in the batik industry, because the batik produced depends on how the company can optimally manage its HR competency. HR competency includes knowledge, skills and abilities possessed by individuals as employees and business actors. If HR competency is managed optimally, it will be able to continue to survive, compete and sustain its business (Widiastuti, 2019).

The results of Marlina's research (2011) explain that by increasing entrepreneurial competency and focusing on market orientation, it can improve and enhance company performance. Similar research was conducted by Widiastuti and Sulistyandari (2016) with results showing that HR competency (skills) affects company performance. The previous study only focused on the effect of HR competency on business performance. Research related to HR knowledge was once studied by Aribawa (2016) on MSMEs in Central Java with results showing that Knowledge has a significant influence on business performance and sustainability. In addition, Widiastuti (2019) explained that Knowledge, Skills, and Abilities have a significant influence on business sustainability.

Based on the phenomena and differences between theory and conditions in the field, this study aims to analyze and empirically test the Influence of Increasing Knowledge, Skills and Abilities of Human Resources on Business Sustainability (Study on Wooden Batik Craftsmen, Krebet Tourism Village, Bantul Regency, Yogyakarta).

2. METHODS

The research design used in this study is quantitative. The causal quantitative approach is an approach used to find evidence of causal relationships and the influence of research variables (Sugiyono, 2015). The population of this study is all Batik Micro, Small and Medium Enterprises (MSMEs) in the Krebet Tourism Village Area, Bantul Regency. Sampling was carried out using the convenience sampling technique, which is a simplified sampling

technique. This technique is carried out by selecting samples freely according to the ease and access to data. The researcher used SPSS analysis with a sample of 58 consisting of business actors and Batik craftsmen as respondents. The sample is based on the number of craftsmen who enter the cooperative members totaling 58 people.

3. RESULTS

The t-test was used to test the significance of the partial influence of the independent variables X1, X2, X3, and X4, (Improvement of Human Resource Knowledge, Skills and Capabilities), on the dependent variable of Business Continuity (Y) in the regression model that has been generated. Therefore, a t-test was used to test each independent variable against the dependent variable (Gulla et al., 2015).

This test can be seen in the t value of its significance, the t value of the significance in this study uses a significance level of 0.05, if the significance value of t < 0.05 then the regression model meets¸ while if the significance of t > 0.05 then the regression model does not meet, The test results using the t test can be seen in the following table 1:

Table 1. Test results using the t test

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Type		B	Std. Error	Beta	t	Sig.
1	(Constant)	7,953	1,819		4,372	0,000
	Pening_Tahuan	-0,089	0,350	-0,119	-0,256	0,799
	Skills	-1,511	0,651	-2,046	-2,320	0,024
	KemSDM	1,809	0,607	2,520	2,982	0,004
a. Dependent Variable: Business continuity						

Based on the table above, it shows that the variable Increase in knowledge does not have a significant effect on the variable Business Sustainability, the significance value is greater than 0.05, which is 0.799. Meanwhile, other variables such as HR Skills and Abilities are significant because the significance value is less than 0.05.

After conducting the t-test to see the influence between partially independent variables on the dependent variables, the next step is to perform the F test. This test can be seen on the F-test value. The F value in this study uses a significance level of 0.05. If the significance value

F < 0.05, the regression model meets¸ while if the significance F > 0.05, the regression model does not meet. The test results using the F test can be seen in the following table 2:

Table 2. Test F

ANOVAª						
Type		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	67,065	3	22,355	5,612	0.002[b]
	Residual	215.,090	54	3,983		
	Total	282.155	57			
a. Dependent Variable: Business sustainability						
b. Predictors: (Constant), Pening_Tahuan, Adept, KemSDM,						

From the table, it was obtained that F calculated 5.612 and a significance of 0.002, It can be seen that the significance value is less than 0.05. This shows the influence of Improving Knowledge, Skills and Abilities of Human Resources together on Business Sustainability.

Then to measure how far the model is able to explain the variation of dependent variables with the Determination Coefficient (Adjusted R Square), it can be seen from the results of the analysis in table 3 below:

Table 3. Dependent Variables With The Determination Coefficient

Model Summary[b]			
Type	R	R Square	Adjusted R Square
1	0.881[A]	0,776	0,764
a. Predictors: (Constant), Pening_Tahuan, Therapy, Ministry of Human Resources			
b. Dependent Variable: Business sustainability			

In table 3, it can be seen that the Adjusted R Square value is 0.764 or 76.4%. This shows that the improvement of knowledge, skills and abilities of human resources towards business sustainability is 76.4% while the remaining 23.6% is explained by other variables outside the model.

DISCUSSION

Based on the significance value in table 1 above, it shows that the variable Increase in knowledge does not have a significant effect on the sustainability of the business in Wooden Batik Artisans, Krebet Tourism Village, Bantul Regency, Yogyakarta because the significant

value of the sigigikansi is 0.799 > 0.05. This research is not in line with the research from Marlina (2011) explaining that by improving competence can improve and improve company performance.

The Skill Variable based on the results of the t-test showed that it had a significant impact on the sustainability of the business in the Wood Batik Craftsman, Krebet Tourism Village, Bantul Regency, Yogyakarta because the significant value of the sigigikansi was 0.024 < 0.05. This research is in line with research from Widiastuti and Sulistyandari (2016) with results that show that HR competencies (skills) affect company performance.

The variable of Human Resource Ability shows that it has a significant effect on business sustainability in Wooden Batik Craftsmen, Krebet Tourism Village, Bantul Regency, Yogyakarta because the significant value of the sigigikansi is 0.004 < 0.05. This research is in line with research from Widiastuti (2019) which explains that ability can affect business sustainability.

Based on the results obtained, F calculated 5.612 and significance of 0.002, It can be seen that the significance value is less than 0.05. This shows the influence of Improving Knowledge, Skills and Abilities of Human Resources together on Business Sustainability. Furthermore, based on the results of the Adjusted R Square value of 0.764 or 76.4%. This shows that the improvement of knowledge, skills and abilities of human resources towards business sustainability is 76.4% while the remaining 23.6% is explained by other variables outside the model.

CONCLUSION

Based on the results of the t-test, it was shown that the variable Increase in knowledge did not have a significant effect on the variable of Business Sustainability, the significance value was greater than 0.05, which was 0.799. Meanwhile, other variables such as HR Skills and Abilities are significant because the significance value is less than 0.05. Then based on the results of the F test showing a significance value of 0.002, it can be seen that the significance value is less than 0.05. This shows the influence of Improving Knowledge, Skills and Abilities of Human Resources together on Business Sustainability.

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