THE EFFECT OF TRAINING AND COACHING ON THE DEVELOPMENT OF CATFISH FARMING BUSINESS IN KOTO TANGAH SUB DISTRICT PADANG

Imtihan[1], Lisa Mayasari[2], Yulhendri[3], Nur Haniva[4], Muhammad Idris[5]

[1,2,4,5] Universitas Nahdlatul Ulama Sumatera Barat, Padang, Indonesia
[3]Universitas Negeri Padang, Padang, Indonesia
Corresponding email: imtihan05@gmail.com

Abstract. Catfish farming is one of the businesses that are widely occupied by the people of Koto Tangah sub district, Padang. The large number is unfortunately not accompanied by the maximum quality of education from Catfish Farming of Koto Tangah sub district, Padang. The lack of knowledge and skills possessed in the effort to develop catfish farming business resulted in many efforts of farmers who suffered losses and even closed the business in post-pandemic of Covid-19. To develop a business, of course, training and coaching are required. The purpose of this study was to examine the effect of training and coaching partially and simultaneously on the development of Catfish Farming business. The sample of this research was 30 Catfish Farming entrepreneurs in Koto Tangah sub district, Padang, by using purposive sampling technique. A double linear regsession analysis with the help of SPSS program was used as technique of data analysis. Based on the result of multiple linear regression test, the results of the equation $Y = 1,178 + 0,538X_1 + 0,678X_2 + e$. This proves that there is influence partially and simultaneously between training and coaching to Catfish Farming business development of Koto Tangah sub district, Padang.

Keywords. Training; Coaching; Catfish Farming Business Development.

INTRODUCTION

Fish farming is one of the businesses that is mostly supported by indigenous people in Koto Tangah District, Padang City, with lower middle economic categories, low levels of education and skills in cultivation.As a result, the income earned is only sufficient to meet household needs and even debts to banks or lenders.Furthermore, during the 19th pandemic, many catfish cultivators suffered losses.The lack of knowledge and skills possessed by catfish farmers causes unorganized business management and marketing that still uses traditional systems.As a result, the COVID-19 pandemic has brought economic downturn for catfish cultivators and even closed their businesses or went out of business due to lack of income due to declining sales.Therefore, it is necessary to increase knowledge and skills that are carried out consistently as well as confidence to develop businesses through providing training and coaching for catfish cultivators in Koto Tangah District, Padang City.

Alhempi and Wismar (2013) It states that training is an activity designed to improve the skills of employees by increasing their knowledge of operational skills in job performance.Mangkunegara, (2011) argues Its training is a short-term educational process that uses systematic and organized procedures in which non-senior executives acquire technical knowledge and skills for a limited purpose.From these definitions, it can be concluded that training is an activity that aims to increase knowledge and skills in an organization or business activity.

Widjaja (2010), coaching is a process or development that includes a sequence of understanding, beginning with establishing, growing, maintaining business growth accompanied by efforts to improve, perfect and develop it. Furthermore, Wawan and Dewi, (2010), coaching activities cannot be separated from the supporting and inhibiting factors. Supporting factors include: (1) availability of funding; (2) cooperation with other agencies; and (3) availability of facilities and infrastructure. While the inhibiting factors for development include: (1) Limited human resources, (2) Inability of entrepreneurs to repay loans, (3) Limited number of employees, and (4) Limited information. From the above definition it can be concluded that coaching is an effort made by the government. The business world and community by providing guidance and advice to improve the ability of small businesses to grow, become strong and independent companies, and develop into medium and large enterprises.

Based on this phenomenon, the researcher assumes that training and coaching are factors that can influence the development of catfish farming business in Koto Tangah sub-district, Padang city. This is supported by research conducted by Susilo, Bambang et al (2014) and Sari, (2013) who found that training had an effect on community business development. This research is also supported by research by Alhempi and Wismar (2013) The Telkom Pekanbaru Community Development Affiliate Program proves that training and coaching, individually or collectively, can have a significant impact on small business development. Based on this, the researcher is interested in examining the factors that influence the development of catfish farming business with the title stated: The Effect of Training and Coaching On the Development of Catfish Farming Business in Koto Tangah Sub District Padang.

METHOD

The research method used in this study is a causative research method which aims to analyze the influence between research variables. The population of this study were catfish cultivators in the city of Padang. Sampling in this study was carried out using a purphosive sampling technique based on certain objectives with special criteria contained in the population. Furthermore, the samples used in this study amounted to 30 catfish farmers in Koto Tangah District.

The types and sources of data consist of secondary data and primary data which have been processed by researchers using statistics and the SPSS program. The data collection technique used in this research is by using a questionnaire (questionnaire), observation and literature study. The preparation of the questionnaire is based on a Likert scale which serves to see the amount of respondent's agreement to the statements that the researcher gives. Furthermore, at the last stage, research data analysis was carried out using Multiple Linear Regression Analysis which had previously been preceded by parametric statistical assumption tests (Classical Assumption Test) with the help of the SPSS program.The form of the framework of thought in this research is as follows:
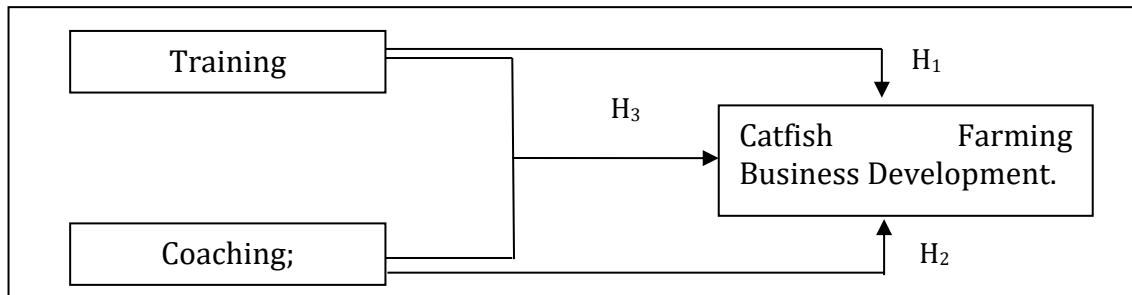
```
┌─────────────────────────────────────────────────────────────────┐
│  ┌──────────────────┐                              H₁           │
│  │    Training      │─────────┐          ┌──────────────────┐    │
│  └──────────────────┘         │    H₃    │ Catfish    Farming│   │
│                               ├─────────▶│ Business Development.│ │
│  ┌──────────────────┐         │          └──────────────────┘    │
│  │    Coaching;     │─────────┘                      H₂          │
│  └──────────────────┘                                            │
└─────────────────────────────────────────────────────────────────┘
```

Figure 1. Research Conceptual Framework

Based on Figure 1 above, the hypothesis of this research is as follows:
1. H_1 : it is suspected that training has a significant effect on the of catfish farming business development
2. H_2 : it is suspected that coaching has a significant effect on the of catfish farming business development
3. H_3 : It is suspected that training and coaching together have a significant effect on the of catfish farming business development

RESULTS AND DISCUSSION
A. RESULTS
        Calculation of the regression equation in this study, the researchers first conducted the Parametric Statistical Assumption Test, which consisted of the following tests:
1. Normality Test
        Idris (2012) suggests that if the value of Sig. Uji Kolmogorov-Smirnov > 0.05 means that the data distribution is declared to be normally distributed and vice versa.Based on table 1 above, it can be seen that the significant value of each research variable has a value greater than the significance level used (α = 0.05) so it can be said that the variables X1, X2, X3 and Y are normally distributed. The histogram form of this research is as follows:
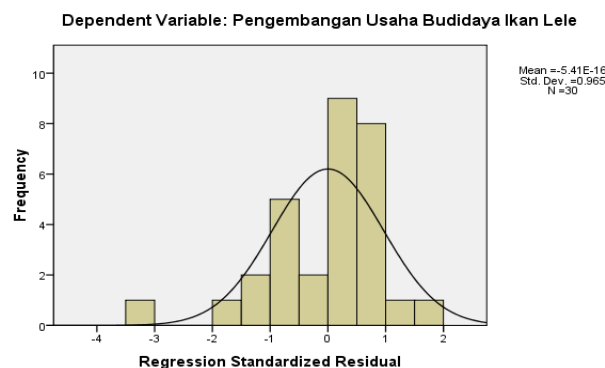

Figure 2. Research Normal Distribution Curve

2. Multicollinearity Test

Table 2. Multicollinearity Test Results of Research Variables

Model	Unstandardized Coefficients		Standardized Coefficientas	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.178	4.789		.246	.807		
Training	.538	.148	.523	3.644	.001	.567	1.763
Coaching	.678	.254	.384	2.675	.013	.567	1.763

a. Dependent Variable: Catfish Farming Business Development.
Source: Primary Data Processing, 2022

Based on the multicollinearity test above, it can be seen that the VIF value for each variable is around 1, which means that the variables in the study are not affected by multicollinearity problems. This means that the independent variable has been free from the symptoms of multicollinearity so that this study does not need to eliminate one of the independent variables from the regression model.

3. Autocorrelation Test

Table 3. Autocorrelation Test Results of Research Variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.827ᵃ	.685	.661	2.28416	1.498

a. Predictors: (Constant), Coaching , Training
b. Dependent Variable: Catfish Farming Business Development
Source: Primary Data Processing, 2022

The purpose of the autocorrelation test is to prove that the dependent variable is not correlated or related to it self. Based on table 3 above, the Durbin-Watson (DW) value is 1.498, which means that there is no autocorrelation.
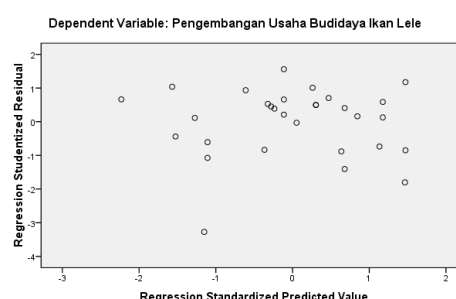
4. Heteroscedasticity Test

Figure 3: Heteroscedasticity Test through Scatterplot

Based on Figure 3 above, it can be seen that the residual distribution has an irregular distribution.This can be seen from the plot that radiates and does not form a certain pattern,

which means that there are no symptoms of homoscedasticity or the regression equation meets the assumption of heteroscedasticity (Idris, 2012).

Multiple Linear Regression Analysis

The final step in analyzing the data in this study is to analyze Multiple Linear Regression, which is as follows:

Table 4. Results of Multiple Linear Regression Analysis (Coeffcients[a])

Model		Unstandardized Coefficients		Standardized Coefficientas	t	Sig
		B	**Std. Error**	**Beta**		
1	(Constant)	1.178	4.789		.246	.807
	Training	.538	.148	.523	3.644	.001
	Coaching	.678	.254	.384	2.675	.013

a. Dependent Variable: Catfish Farming Business Development.
Source: Primary Data Processing, 2022

Based on data analysis using the SPSS program assistance contained in table 4 above, the following equation results are obtained: $Y = 1.178 + 0.538X_1 + 0.678X_2 + e$. And furthermore, the regression equation partially describes the relationship between the independent and dependent variables as follows:

1. The constant value is 1.178 and this means that if there is no change in the training and coaching variables, the development of catfish farming business is 1.178 units.
2. The regression coefficient value of Training (X_1) is 0.538 and this means that if the Training variable (X_1) increases by 1 unit assuming the Coaching variable (X_2) and constant (a) is zero, the development of catfish farming business will increase by 0.538 units. .
3. The regression coefficient value of Coaching (X_2) is 0.678 and this means that if the Coaching variable (X_2) increases by 1 unit assuming the Training variable (X_1) and constant (a) is zero, the development of catfish farming business will increase by 0.678 units.

Furthermore, in table 4 it can be seen partially that the t test value (Hypothesis Test) at a significance level of 5% is as follows;

1. The effect of training on the development of catfish farming business obtained a significance level of 0.001 < 0.05. This means that H_0 is rejected and H_a is accepted, which means that training has a positive and significant effect on the development of catfish farming.
2. The influence of coaching on the development of catfish farming business obtained a significance level of 0.013 < 0.05. This means that H_0 is rejected and H_a is accepted, which means that coaching has a positive and significant impact on the development of catfish farming

Furthermore, the simultaneous test through the F-test to determine the joint effect of the independent variables on the dependent variable can be seen in the ANOVA table below:

Tabel 5. ANOVAᵇ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	305.830	2	152.915	29.309	.000ᵃ
	Residual	140.870	27	5.217		
	Total	446.700	29			

a. Predictors: (Constant), Coaching, Training
b. Dependent Variable: Catfish Farming Business Development.
Source: Primary Data Processing, 2022

Syafriadi (2016) found that if the results of the F-test (p-value) in the column Sig < level of significant 0.05 or F_{count} > F_{table}. And this means that the independent variables jointly affect the dependent variable. Based on table 5, it can be seen that the significance value < 0.05, that is, the obtained significance level of 0.000 < 0.05 and this means that the variables X_1 and X_2 together have a significant effect on the development of catfish farming business. Furthermore, to see the contribution of variables can be seen from the results of the coefficient of determination. Sugiono (2014) suggests that the analysis of the coefficient of determination aims to determine how much the ability of the independent variable to contribute to the dependent variable in percentage units. The results of the coefficient of determination in this study are as follows:

Table 6. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827ᵃ	.685	.661	2.28416

a. Predictors: (Constant), Coaching , Training

Source: Primary Data Processing, 2022

Based on table 6 above, it can be seen that the Adjusted R Square value is 0.661. This means that the contribution of the independent variable to the dependent variable is 66.1% while the remaining 33.9% is influenced by other factors not included in this study.

DISCUSSION
Training and coaching are the two main factors that influence the development of catfish farming business in Koto Tangah sub-district. Based on the research conducted, it was found that training had a significant effect on the development of catfish farming business.This is in accordance with research conducted by Susilo, Bambang et al (2014) which proves that there is an effect of training on increasing the volume of KUD business development. Furthermore, it is supported by research, Sari, (2013) which concludes that entrepreneurship training has a positive and significant effect on entrepreneurial behavior. Based on this, the training can improve the knowledge, behavior, skills and expertise of

catfish farming entrepreneurs in running their business so that they can develop their businesses to be more advanced.

Furthermore, guidance on catfish cultivators must also be carried out so that business activities can develop more widely. Through coaching, it can increase productivity in the development of catfish cultivation which has an impact on improving the welfare of catfish farming entrepreneurs. Based on the research conducted, the results showed that coaching had a significant effect on the development of catfish farming business. This is in accordance with research conducted by Glendoh, (2001), which found that coaching has a positive effect on business development.

Furthermore, simultaneously obtained results that show that training and coaching together have a significant effect on the development of catfish farming business. This is in accordance with research conducted by Alhempi and Wismar (2013) who found that training and coaching, either individually or collectively, had a significant influence on the development of small businesses in the Community Development partnership program at Telkom. Pekanbaru. Therefore, training and coaching is an alternative in increasing productivity and developing catfish farming business in Koto Tangah District, Koto Padang. Furthermore, through the modernization of the business system by providing systematic training and coaching, it will be able to have a wider impact in developing the business of catfish cultivators in Koto Tangah District, Padang City.

CONCLUSION

Training and coaching have a significant effect on the development of catfish farming business in Koto Tangah sub-district, Padang city. This influence can be seen in Partial and Simultaneous.Partially: (a) training has a significant effect on the development of catfish farming business by 0.538 and (b) coaching has a significant effect on the development of catfish farming business by 0.678.Furthermore, simultaneously, training and coaching have a significant effect on the development of catfish farming business.This can be seen in the significance value of 0.000, which is at the significance level of 0.000 <0.05.In connection with this, it is recommended for further research to conduct further research related to other factors that have not been studied.

REFERENCES

Alhempi, Raden Rudi dan Wismar Harianto. (2013). The Effect of Training and Coaching on the Development of Small Businesses in the Community Development Partnership Program. Media Riset Bisnis dan Manajemen, volume 13, Nomor 1.

Glendoh, Sentot Harman. (2001). Small Business Development and Development. Jurnal Manajemen dan Kewirausahaan, Vol 3, No 1.

Idris. (2012). *Aplikasi Analisis Data Kuantitatif dengan Program SPSS*. Padang: UNP.

Mangkunegara, Anwar Prabu. (2011). Manajemen Sumber Daya Manusia. Bandung: PT. Remaja Rosdakarya.

Sari, Ni Made Anintia Trisna. (2013). The Influence of Training, Attitudes, Intentions and Capital on Entrepreneurial Behavior in Entrepreneurial Student Program Participants at Ganesha University of Education in 2012. Penelitian dipublikasikan, http://library.um.ac.id.

Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Alfabeta: Bandung.

Susilo, Bambang, Hendra Wijaya, dan Nanik Yuliati. (2014). The Influence of Training on Business Development at KUD Marem Serut Village, Panti District, Jember Regency in 2013. Penelitian dipublikasikan.

Syafriadi. (2016). Pengaruh Selera dan Pendapatan Pelanggan terhadap Kemampuan Beli Pelanggan di Restoran Mcdonald's Kualanamu Sumatera Utara. *Jurnal Ilmiah Research Sains*, 2(2):1-13.

Wawan, A dan Dewi. (2010). Teori dan Pengukuran Pengetahuan dan, Sikap dan Perilaku Manusia, Yogyakarta : Nuha Medika.

Widjaja. (2010). Komunikasi: Komunikasi dan Hubungan Masyarakat. Jakarta: Bumi Aksara.