

Strengthening Professional Experience for Increasing Performance Of Pekalongan Batik Tulis SME

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Strengthening Professional Experience for Increasing Performance Of Pekalongan Batik Tulis SMEs

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Abstract.

This study aims to strengthen the professional experience of small and medium enterprises (SMEs) in Batik Tulis Pekalongan to improve their performance. Sharing knowledge related to professional experience between businesses at small and medium levels becomes difficult because SME actors have the view that sharing knowledge will create new competitors. 100 questionnaires were distributed through surveyors directly to the owners or leaders of SMEs Batik Tulis in Pekalongan Regency. The results discovered that if an SME group contributes their knowledge, the total professional experience will increase, meaning that the increase in professional experience is built by contributing knowledge with indicators of being happy to share knowledge and experience, being willing to provide training to share expertise and being open to sharing knowledge, experience and expertise. When groups of small and medium-sized business actors collect knowledge, their collective professional experience will increase.

Keywords: knowledge sharing, knowledge donating, knowledge collecting, professional experience and performance of SMEs

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1. Introduction

One of the challenging issues facing many organizations is Finding the most effective means of encouraging people to impart what they have learned on the job is one of the difficult problems that many organizations face. Even while rewarding staff is one strategy for encouraging information sharing, SMEs nonetheless face psychological barriers that impede them from doing so. SMEs frequently encourage information hoarding among internal personnel as a way to incentivize knowledge sharing. As open innovation and dispersed collaboration gain popularity, knowledge sharing tactics are employed across industries to boost technological proficiency, shorten time to market, competitiveness, and growth.

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Knowledge sharing from (21) explained would threaten the sustainability of the donating company if it was given in full. However, the results of internal knowledge sharing research conducted by (1) ⁸ Knowledge sharing stems from the vision of knowledge management; one definition explains that it is the use and reorganization of collective knowledge within the company to control business competition.

The power of sharing knowledge for SMEs with the reason that sharing knowledge will improve the professional experience of competitors. Various knowledge sharing research will improve performance, research (19) This study is from the point of view (Organizational Culture, Training, Knowledge Base, Best Practices) that there is a statistically ¹⁷ significant effect on the significance level (0.05) for sharing knowledge about its dimensions in improving organizational performance. Study (23) ¹⁶ Knowledge sharing in terms of human resources has become an important factor at the individual level as well as at the organizational level, the results of the study state that Knowledge sharing which is useful in the case of organizational employees makes a positive impact on achieving the goals set by the organization, ¹³ Knowledge sharing has a positive effect on performance employees in order to achieve organizational goals. Research (32) ³ The results show that inbound knowledge sharing cannot directly promote organizational innovation performance and that absorptive capacity has a full mediating effect between knowledge sharing entry and organizational innovation performance, dividing knowledge sharing ³ into incoming knowledge sharing and outgoing knowledge sharing, and verifying that knowledge sharing does not directly affect organizational innovation performance. Sharing knowledge, becoming creative on your own, and absorbing are all ways to boost innovation.

Sharing knowledge can improve professional experience for sustainable work (17). The results of other studies state that knowledge sharing can strengthen professional experience, research (5) mentions that Motives that increase one's courage and ability to achieve or do something are referred to as "Positive Reinforcement". More specific results are explained by (27) The positive reinforcement strategies identified were praise (41%), feedback (33%), and other classroom management studies (25%). Reinforcement of professional experience related to knowledge sharing in terms of a worker's IQ was researched by [8] ⁶ two characteristic features of training in conventional linking: The first Have a lot of credible experience, and the second Input states can be grouped semantically into a relatively small number of core clusters, and states belonging to the same cluster tend to share similar Q-values if given action. Knowledge sharing is divided into donating and collecting, research findings of professional experience have a positive impact on knowledge donation and knowledge gathering (10). However, there is

no literature data and field research in the field of SMEs to analyze the impact of sharing internal and external knowledge with professional experience on the performance of SMEs. Internal knowledge sharing is a sharing process that occurs only internally in SMEs while external knowledge sharing is a knowledge sharing process that occurs between SME communities. Problems arising from internal knowledge sharing are not too worrying, however, there are concerns from SMEs if external knowledge sharing occurs, it will automatically increase professional work experience thereby adding new competitors.

This study discusses knowledge sharing that occurs in Pekalongan Batik ikat torso because at the time of the pandemic, it was at its peak in 2020-2021, but Batik ikat torso was still able to survive and sales remained high. However, it turned out that the process of sharing external knowledge turned out to be a long process so that it was able to improve the professional experience of SMEs without having to fear new competitors.

⁵ The performance of small and medium enterprises (SMEs) is influenced mainly by owners and managers on how they have a marketing network, communication patterns and are able to actively share knowledge, both donating knowledge and collecting knowledge. If the owner has a good marketing network, the resulting production will be quickly sold so that product circulation runs quickly, able to pay for labor (2). Communication patterns of owners and managers of SMEs also determine performance. SME owners who have good communication patterns with consumers and are able to see what consumers want have an impact on sustainability to become loyal consumers, able to attract new consumers quickly (11). In addition to good communication patterns, SME owners are required to be able to share knowledge by donating or collecting because the nature of SMEs progressing or retreating depends on the knowledge of the SME owners.

Compared to those who are ignorant or have less education, educated persons can complete some activities quickly and effectively. Although one might not have a degree, having knowledge will still make it effective (30). The same holds true for knowledgeable or experienced employees. Because of the unique ability he develops at work, a worker with good job experience can start a small or medium-sized business. He has excellent power as a result. (25), and therefore reliable and it is also more efficient due to tacit knowledge (3) which he has. This is in accordance with the common saying 'practice makes perfect.

Knowledge sharing has been considered a key supporter of knowledge management (4). However, due to the fact that people have a tendency to treat their professional experience as a personal asset and a competitive advan, effective (4)knowledge sharing

among individuals or teams may not occur in organizations (31). Knowledge sharing, or the process of exchanging knowledge and jointly creating new knowledge, is recognized as a source of competitive advantage and innovation. For knowledge sharing and knowledge combination to be effective, both knowledge sharing and knowledge gathering are central (3).

Characteristics of small and medium enterprises, The origin of the company. According to (18) Future business goals may be influenced more by personal lifestyle and family considerations in small businesses where ownership and administration are typically shared by one or more persons. Additionally, they draw the conclusion that the best-performing organizations do differ from the other firms in this study in terms of their commitment to growth. They also discovered that high-growth corporations tend to acquire other companies, which is another characteristic that sets them apart from other companies.

Previous work experience/professional experience (29) a considerable difference between those with and without prior entrepreneurial experience in terms of their plans to start their own business. On the other hand (20) found that individuals who had worked for the government previously were more likely to have founded successful small businesses. However, they did not look at the connection between previous employment with private companies and intentions to start a business.. Greater professional experience can improve strategic decision making and improve organizational and internal procedures as it was found that depth of experience in the same type of approach can make a difference in development and strengthen performance. While some people see that previous business experience can have a positive impact on the business performance of micro, small and medium enterprises (16). Therefore, the purposed in this study want to know what is Strengthening, professional experience can Increasing Performance Of Pekalongan Batik Tulis SMEs.

2. Method

Research collecting, professional experience and enterprise organization performance taken from survey activities in the field. Survey activities in the field need to be carried out in this study because the data related to knowledge donating, knowledge collecting, professional experience and the required enterprise organization performance is not available by third parties (eg reports from surveyors, reports from government agencies and reports from Non Government Organizations / NGOs). In this study, the necessary data were taken through Questionnaire to SME respondents Batik tulis in Pekalongan

Regency and City, because the questionnaire is an efficient data collection mechanism to obtain the necessary data accurately and to measure research variables through indicators adopted from previous research and those developed in this study [9]. The indicators are then compiled into structured statements in the questionnaire to be answered by the respondent. Answers to the questionnaire are provided in a closed form with Likert Scale approach on a scale of 1-7, using a Likert Scale (Likert Scale) between 1 to 7 with alternative answers from (Burkert et al., 2016) as follows: Strongly Disagree, Disagree, Disagree, Neutral, Moderately Agree, Agree, Strongly Agree.

The population is distributed in villages that produce Batik tulis from 349 leaders or owners in a group of small and medium enterprises (SMEs) Batik tulis in the district and city of Pekalongan, Central Java. Data collection was carried out through a questionnaire using seven class interval measurements. And this answer is the result of the measurement of the research variables which are research data. Sample are taken from each village proportionally in the hope that they can be represented according to the number and size of SMEs in each village that produce Batik tulis in the district and city of Pekalongan.

Determination of the number of samples for the analysis of Structural Equation Modeling using the formula (10) the number of indicators \times 5 to 10. Because in this study there are 25 indicators, the range of the number of samples that can be used is:

Minimum sample = Number of indicators \times 5 = 25 \times 5 = 125 respondents.

Maximum sample = Number of indicators \times 10 = 25 \times 10 = 250 respondents.

Hair, et al in (10) that the appropriate sample size for SEM with the Maximum Likelihood estimation technique approach is between 100. The number of questionnaires has been distributed through surveyors directly to the owners or leaders of SMEs Batik Tulis in Pekalongan Regency. qualified to be selected, of the 295 who returned as many as 255 respondents or 86.44%. Furthermore, the questionnaire that was re-validated turned out to have damaged data as many as 23 respondent data and after selecting the data for further analysis it turned out that there were 8 respondent data that were not worthy of analysis and had to be discarded due to outliers. The results of the last data validation that met the requirements and were worthy of being selected for analysis were 186 respondents. The number of samples has met the minimum requirements required in the SEM, namely 125 respondents and a maximum of 250 respondents. In order to make generalization more optimal, the number of samples in this study was used as many as 186 respondents data related to the variables of knowledge donating, knowledge

3. Result and Discussion

After the model is analyzed, each indicator in the fit model can be used to define latent constructs, so that the full Structural Equation Model (SEM) model can be analyzed. The results of the processing can be seen in Table 1

TABLE 1: Standardized Regression Weight (Loading Factor) SME Performance.

			Estimate	CR
ProfessionalExperience	<—	KnowledgeCollecting	.217	3,177
ProfessionalExperience	<—	KnowledgeDonating	.350	3,969
PerformanceSME	<—	ProfessionalExperience	.180	2,788

Then the model test shows that this model is in accordance with the data or fit to the data used in the study. This is indicated by Chi-Square, Probability, RMSEA and CMIN/DF are in the range of expected values even though GFI = 0.891 and AGFI = 0.832, marginally accepted, this is shown in Table 2.

TABLE 2: SME Performance Structural Equation Feasibility Test Index.

Goodness-of-fit-Index	Cut-off-value	Results	Information
Chi-square	Expected small	109,523	Well
Probability	0.05	0.001	Marginal
RMSEA	0.08	0.072	Well
GFI	0.90	0.891	Marginal
AGFI	0.90	0.832	Marginal
CMIN/DF	2.00	1,611	Well
TLI	0.95	0.971	Well
CFI	0.94	0.948	Well

Source: Processed primary data, 2021

The estimated parameter between contributing knowledge and professional experience shows a significant result CR = 3.177 or CR ± 1.96 with a significant level of 0.001. Thus the third hypothesis is accepted, meaning that if the perpetrators of small and medium-sized business groups in Batik tulis contribute knowledge (knowledge donating), then the professional experience gained by SME actors will increase. The higher the knowledge contribution, the higher the professional experience. These results indicate that to enhance the professional experience built by contributing knowledge. The knowledge donating factor is a stronger factor in influencing professional experience than knowledge collecting.

Perpetrator Small and medium-sized batik business groups are willing to share knowledge and experiences with other batik entrepreneurs, both regarding new innovations,

new target markets, searching for good materials to produce quality products, knowledge about motifs, colors, combinations of Batik tulis and other fabrics so that there are various combinations of new clothing materials and new models that are currently trending and are predicted to develop in the future. So that this can improve the professional experience of the leader or business leader in the form of emotional skills in establishing relationships with stakeholders, increasing knowledge and competence in marketing and product efficiency, as well as increasing knowledge in terms of product motifs or designs. However, knowledge and competence in product efficiency and the ability to practice knowledge and competence in terms of product motifs/design details are still low. This is because the members of the small and medium business group still have limitations in production (amount) that may not be able to meet the target, lack of knowledge of material innovation, lack of quality, so to overcome this, small and medium business groups of Batik Tulis are expected to more active in sharing knowledge through discussion, brainstorming and training.

¹³ This research supports research from (18) who found that knowledge donation in knowledge sharing refers to the communication of knowledge, experience, and skills of employees in a group or organization not only generating opportunities to maximize the organization's ability to meet these needs, but also creating effective solutions to achieve competitive advantage. Knowledge donating provides all the necessary skills and knowledge for individuals to work or achieve goals more efficiently, so that the individual's professional experience will increase. Knowledge sharing helps individuals to better understand customer requests, needs, and preferences. With this knowledge, individuals can formulate new products, services, or work methods. Besides that,(16).

If small and medium-sized business groups actively collect knowledge, the professional experience gained will increase. The estimated parameter between gathering knowledge and professional experience shows a significant result with a value of $CR = 3.177$ or $CR \pm 1.96$ with a significant level of 0.001. Thus the fourth hypothesis is accepted, meaning that if the ability to gather knowledge of members of the group of small and medium-sized business actors is higher, their professional experience will increase. These results indicate that enhancing professional experience is built by accumulating knowledge.

Knowledge collectionis the process of finding, seeking, and gathering knowledge to stakeholders by actorssmall and medium business group Batik tulis in Pekalongan Regency and City. The small and medium business groups of Batik Tulis are always active in seeking knowledge and new issues, especially regarding current fashion trends. So that the members of the small and medium business group try to always

update their knowledge by discussing and exchanging ideas with fellow batik business owners. This will increase their knowledge and competence in employee placement, emotional skills in establishing relationships with stakeholders, as well as knowledge and competence in marketing hand-drawn Batik products. However, some of the knowledge collected is still tacit in nature, making it difficult to transfer it in the form of formal knowledge. especially for individuals in small and medium-sized businesses who may not have been in the Batik tulis business for too long. So that it is necessary to codify knowledge so that the knowledge collected by small and medium-sized batik business groups can improve their professional experience.

This research supports research from (10) found that knowledge collecting has an impact on the development of individual experiences related to their creativity. Individuals with higher levels of skill development and experience will show more creativity in the context of team knowledge sharing than employees who are less knowledgeable and skilled. Knowledge sharing helps individuals to better understand customer requests, needs, and preferences. With this knowledge, individuals can formulate new products, services, or work methods. In addition, knowledge sharing helps individuals develop professional experiences related to different perspectives and leads them to new ways of expressing ideas and helps individuals to work together more effectively on creative tasks (16).

If the professional experience of small and medium enterprises increases, the performance of small and medium enterprises will increase. The estimated parameter between professional experience and the performance of Small and Medium Enterprises shows a significant result $CR = 2.778$ or $CR \pm 1.96$ with a significant level of 0.005. Thus the seventh hypothesis is accepted, meaning that if professional experience increases, the performance of small and medium enterprises will increase. These results indicate that to improve the performance of small and medium enterprises built by the professional experience of small and medium enterprises.

The perpetrators of the small and medium-sized batik business group have knowledge and competence in good employee placement so that the performance of small and medium enterprises increases because employees occupy certain positions according to their fields of expertise. In addition, the perpetrators of the Small and Medium Business Group of Batik Tulis have emotional skills in establishing relationships with stakeholders and have good knowledge of marketing and product efficiency so that the performance of their small and medium enterprises increases, seen from the increase in sales turnover and the wider market share and meeting the demands of consumers. The average value of the profit level achieved in the last three years is 80.49%. And the

wider market share. Apart from Java, the marketing of Batik tulis has reached ²⁵ Bali, West Nusa Tenggara, East Nusa Tenggara, Lombok, Sumatra, Sulawesi, Kalimantan, Papua. Even now, they already have customers from abroad such as Singapore, Malaysia, currently there are additional requests from Middle Eastern countries.

This supports research from (11) which reveals that business experience has a positive influence on business performance. In addition, various characteristics can be learned and often vary ²⁶ based on experience. This seems to suggest that previous business experience can play an important role in future expectations for business success and is likely to influence future business decisions such as strategic choices and resource acquisitions. Greater professional experience can improve strategic decision making and improve organizational and internal procedures as it was found that depth of experience in the same type of approach can make a difference in development and strengthen performance.(16).

4. Conclusion

The study found that there is no problem for knowledge sharing (donating) internally because it can improve the professional work experience and performance of SMEs, but there are some SMEs who do not do knowledge sharing externally, it is feared that it will lead to and threaten their business continuity. Professional experience supported by knowledge donation is able to improve performance and also increase the capacity of SMEs in terms of professional experience.

The study found a new definition of knowledge donating which is divided into internal and external donating, as well as internal and external donating. Internal donations and internal collections are able to improve the performance of SMEs and do not cause concern for SMEs, however, external donations and external collections pose a threat to SMEs but are able to increase new professional experiences. SMEs face complex problems, one of which is knowledge sharing. The existence of concerns about sharing knowledge (knowledge donating and knowledge collecting) will create new competition between them because knowledge that was once private becomes public. However, marketing pressure and demand from consumers they have to do. Professional work experience teaches them to be preventive, so sharing knowledge internally and internally by knowledge collecting and externally by knowledge donating is able to share knowledge without any worries.

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