

The Interest of the Young Generation in Coffee Shop Entrepreneurship in Bukit District, Bener Meriah Regency, Aceh

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ABSTRACT

The Bukit District in the Bener Meriah Regency of Aceh Province presents a promising landscape for coffee shop entrepreneurship, given its strategic location and substantial foot traffic. This study delves into the inclination towards entrepreneurship among the youth in Bukit District and explores the factors that shape this inclination. Conducted from March 6 to May 18, 2023, the research employed a blend of observations, interviews, and questionnaires to gather data, with SPSS 24 for Windows utilized for analysis. Findings reveal a remarkable 77.33% interest level among the younger generation towards coffee shop entrepreneurship in Bukit District. This interest is primarily driven by factors such as education, income, experience, capital, family environment, and community dynamics. Noteworthy influences include income, capital availability, and the community environment, which significantly impact the inclination towards entrepreneurship. Conversely, education level, prior experience, and family environment exhibited no significant effect on this inclination. The results underscore the importance of economic factors such as income and access to capital, alongside social and environmental contexts, in shaping entrepreneurial aspirations among the youth in Bukit District. Understanding these dynamics can inform policies and initiatives aimed at fostering entrepreneurship in the region. This study contributes valuable insights for stakeholders interested in promoting economic development and harnessing the entrepreneurial potential of coffee shop ventures in Bukit District and similar settings.

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1. Introduction

Aceh, nestled amidst Indonesia's coffee-producing regions, boasts extensive coffee cultivation covering 127,464 hectares, yielding an annual average production of 76,386 tons. Arabica coffee occupies a larger land area compared to Robusta due to its remarkable productivity. Bener Meriah Regency and Central Aceh emerge as the primary contributors to Aceh's coffee production, collectively accounting for 80% (96 thousand hectares) of the province's coffee plantation land. In Bener Meriah Regency has a land area of 48,950 ha and Bukit District, covering 6,612 hectares, offers favorable conditions for entrepreneurial ventures in coffee processing, bolstered by its strategic location. This opportunity can increase the

entrepreneurship ratio based on BPS data in 2019, the number of BPS entrepreneurs increased by 3.10% previously from 225 million people.

According to a survey on coffee shops carried out by Toffin, Horeka, and Mix Marcomm magazine in significant urban areas, as of August 2019, the count of coffee establishments in major Indonesian cities has surged to over 2,950 outlets, almost tripling or significantly rising. 1,950 outlets if calculated from 2016. Of course, the actual number is still much higher because censuses are not conducted in stores in the area. Including in Bukit District, many coffee shops have sprung up. In addition to enjoying coffee, many visitors make coffee shops as a place to do college assignments, a place to meet, hold meetings or discuss because drinking coffee can increase one's concentration and focus, especially with the distinctive aroma of coffee that makes visitors feel at home for a long time in the coffee shop.

Bukit sub-district has great potential in doing coffee shop entrepreneurship because the location of the area which is the center of the regency city is really crowded so that there is a great opportunity for entrepreneurship downstream of coffee processing, but the interest of the younger generation is still low in carrying out coffee shop entrepreneurship activities so that the potential in Bukit sub-district has not been maximized properly. The processing of coffee into a beverage is no doubt so that coffee is processed into several variants that create business opportunities. especially in the Beneficiary District, agribusiness opportunities made from coffee or processed coffee drinks received a positive response from coffee connoisseurs, so that coffee business opportunities with new variants in modern times became promising market opportunities.

Number of entrepreneurs in the field Coffee shop Bukit District, Bener Meriah Regency, there are only 42 coffee shops from 40 existing villages, so there is still little interest of the younger generation to open a business with a wide market. Providing the space needed is increasing, such as opening a coffee-based business.

According to Arman I (2020), the structure of the national coffee processing industry is not balanced where only 20% of coffee is processed into processed coffee (ground coffee) and 80% in the form of green beans. The coffee processing industry is still underdeveloped due to technical, social and economic factors. The application of coffee processing technology is still applied by a small number of coffee processing industry companies due to limited information, capital, technology, and business management. Despite this potential, the interest of the younger generation in coffee shop entrepreneurship remains subdued, limiting the district's exploitation of its resources. This study aims to delve into the factors influencing this interest, crucial for unlocking Bukit District's entrepreneurial potential.

2. Methodology

This study employed quantitative descriptive analysis, utilizing both primary and secondary data sources, in Bukit District, Bener Meriah Regency, Aceh Province. This location determination was conducted deliberately, considering that Bukit District is one of the districts that has a large area of coffee commodity land and Coffee Shops spread across the district. This research will be conducted in March - May 2023. Data collection spanned from March to May 2023, with a sample size of 42 respondents representing 40 villages, selected through nonprobability sampling. Overall, this study aims to describe and examine the level of interest of the younger generation in Coffee Shop entrepreneurship in Bukit District, Bener Meriah Regency. Quantitative descriptive analysis methods are used to provide a clear picture of the existing situation based on the primary and secondary data collected. The

analysis aimed to elucidate the level of interest among the younger generation in coffee shop entrepreneurship and explore the influencing factors.

3. Results and Discussion

3.1 Characteristics of Respondents

The characteristics of respondents are factors or elements inherent in a person that show the characteristics or characteristics of farmers. The characteristics of respondents were described based on age, gender, and education level. The respondents' characteristics, encompassing age, gender, and education level, were examined. Most respondents fell within the 29-34 age bracket, predominantly male, with a majority holding university-level education. These characteristics shed light on the demographic profile of coffee shop entrepreneurs in Bukit District.

Table 1. Characteristics of Respondents

Classification	Number of Respondents (People)	Percentage (%)
Age		
23-28	13	30.96
29-34	22	52,38
35-40	7	16,66
Sum	42	100
Gender		
Man	40	95
Woman	2	5
Sum	42	100
Education level		
Upper Secondary School	16	38.09
Universitas	26	61,91
Sum	42	100

Source: Primary Data Analysis (2023)

Based on Table 1 above, the characteristics of respondents based on age can be said that respondents in this research activity who were at the age of 23-28 years amounted to 13 people and equivalent to 30.96% of the total respondents, respondents who were at the age of 29-34 years amounted to 22 people or about 52.38% of the total respondents, respondents aged 35-40 years amounted to 7 people and equivalent to 16.66%. The age of 29-34 years is the largest number of coffee shop entrepreneurs in Bukit District.

The characteristics of respondents based on gender are, with a total of 40 men or equivalent to a percentage of 95% of the total number of respondents, while female respondents amounted to 2 people or equivalent to a percentage of 5% of the total number of respondents. The characteristics of respondents at the education level can be seen that the number of respondents with high school (SMA) level education is 16 people with a percentage of 38.09%, respondents with higher education level are 26 people with a percentage of 61.91%. The level of education can affect a person's mindset, so the longer a person has been educated, the more rational his way of thinking will be.

Table 2. Variable Description

No	Variable	Profit Score	Score Max	Percentage (%) ¹
1.	Education X1	777	1050	74.00
2.	Modal X4	758	1050	72,19
3.	Family Environment X5	685	1050	65,23
4.	X6 Community Environment	638	840	75.95

Source: Primary Data Analysis (2023)

Based on Table 2 above, it can be seen that the distribution of educational variables is 74% and is in the high category. The variable capital can be seen that the percentage of variable capital is 72.19%, and it is categorized as high. Community environment variables can be known that the percentage of family environment variables is 65.23% and is in the high category. Community environment variables can be known that the percentage of community environment variables is 75.935% and is in the high category.

3.2 Analysis of the Level of Interest of the Young Generation in Coffee Shop Entrepreneurship in Bukit District, Bener Meriah Regency, Aceh Province

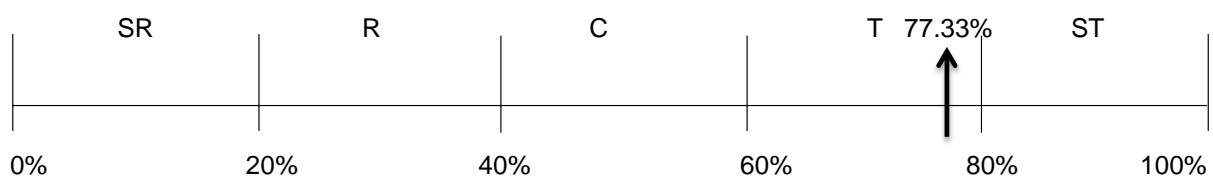
The level of interest of the young generation in coffee shop entrepreneurship in Bukit Regency, Bener Meriah Regency, Aceh Province, The level of interest is measured by comparing the value achieved in the questionnaire with the ideal value that can be achieved. The calculation method is by adding up the scores obtained by each respondent with a maximum score and multiplied by 100%. So that from the calculation results can be obtained data whether very low, low, medium, high or very high which will be depicted on the continuum.

Table 3. Distribution of Respondents based on the Interests of the Young Generation

No.	Level of Existence	Shoes Responden	Score Maximum	Response Percentage (%)
1	Statement 1	156	210	72,23
2	Statement 2	166	210	79,84
3	Statement 3	172	210	81.90
4	Statement 4	149	210	78.95
5	Statement 5	169	210	80.47
The Number of Interest Levels of the Young Generation		812	1050	77,33

Source: Primary Data Analysis (2023)

Based on Table 3, the independent variable is the level of existence of the coffee business in maintaining existence with a percentage of 77.33% which is included in the high level. This shows that the level of interest of the younger generation in entrepreneurship in coffee shops in Bukit District, Bener Meriah Regency is already high.

**Figure 1.** Continuous Path

The interest level of the younger generation in coffee shop entrepreneurship was found to be 77.33%, indicating a high level of interest. This interest was primarily influenced by education, income, experience, capital, family environment, and community environment. Notably, income, capital, and community environment emerged as significant determinants of interest.

The capital used to open a coffee shop business, the capital used by managers in Bukit District, from all respondents, used their own capital to open a coffee shop business. The desire that comes from the community environment so that the manager's interest in the coffee shop business in Bukit District has a role for the manager and can create an increased sense of interest. The impetus that arises from the surrounding environment for the management of coffee shops

3.3 Analysis of Factors Influencing the Interest of the Young Generation in Entrepreneurship Coffee shops in Bukit District, Bener Meriah Regency

The examination of elements impacting the enthusiasm of the youth towards initiating coffee shop ventures in Bukit District, Bener Meriah Regency, was conducted through the utilization of multiple linear regression examinations. Multiple linear regression analysis was employed to scrutinize the factors impacting the younger generation's interest in coffee shop entrepreneurship.

3.3.1 *R Determination Test*

The coefficient of determination (R squared) indicated that 55.8% of the variance in interest could be explained by the independent variables. Factors such as income, capital, and community environment exhibited significant influence, whereas education, experience, and family environment showed no significant effect.. The output results of the Model Summary are presented in the table below.

Table 4. Factors Influencing The Interest of the Younger Generation in Coffee Shop Entrepreneurship

Pola	R	R square	Customized R Square	Std. Estimation Error
1	.747a	.558	.482	1.40120

Source: Primary Data Analysis (2023)

Based on the data above, Table 23 is obtained with R Squared of 0.558, so the coefficient of determination is 55.8%. This means that variable x (education, income, experience, capital, family environment and community environment) has a contribution of 55.8% to variable y (the interest of the younger generation in coffee shop entrepreneurship)

3.3.2 *Simultaneous Influence Test (Test F)*

This study used the F Test with a 95% confidence interval to evaluate the statistical significance of the differences between variables. Simultaneous test (F test) which aims to find out whether the independent variable (X) simultaneously or simultaneously affects the dependent variable (Y). The results of the F test can be seen in table 5 below.

Table 5. Simultaneous Effects Test (Test F)

	Pola	Number of squares	Df	MeanSquare	F	F
1	Regression	86615	6	14,436	7,353	.000b
	Waste	68,718	35	1963		
	Entire	155,333	41			

Source: Primary Data Analysis (2023)

Based on table 5 inon, it is known that the Fcount is $7.353 > F(2.37)$ with a significance level of $0.000 < 0.05$ hence H_0 is rejected. This shows that simultaneously there is a significant influence between education, income, experience, capital, family environment and community environment on the interest of the younger generation in managing coffee shops in Bukit District, Bener Meriah Regency.

3.3.3 Partial Effect Test (T Test)

Within the T test framework, analysis employs a 95% confidence interval to ascertain the statistical significance of variances between the two variables under scrutiny. The t test, also known as the partial coefficient test, serves to establish whether the independent variable holds partial influence over the dependent variable. In this study to determine whether partially independent variables (age, education level, agricultural experience, land area, income, social environment, and the role of extension workers) have a significant effect or not on the dependent variable (perception of smallholders).

Table 6. Partial Effect Test (t test)

No	Variable	B	Coefficient	t count	Significance	Conclusion
	(Konstan)	6022				
1.	Education	,128	.080	.578	,567	No effect
2.	Income	-,516	-,286	-2,361	.024	Influential
3.	Experience	-,230	-,175	-1.503	,142	No effect
4.	Modal	,349	,312	2.115	.042	Influential
5.	Environment Family	-.079	-.062	-.540	,592	No effect
6.	Community environment	.605	,451	3,584	,001	Influential

Source: Primary Data Analysis (2023)

Based on Table 6, testing on multiple linear regression is intended to test whether the parameters (coefficients and constants) of estimation for estimating equations or multiple linear regression models are correct parameters or not. What is meant by these parameters is the independent variable in influencing the dependent variable. From the data above, it can be seen that the regression equation is obtained as follows:

$$E = A + B_1X_1 + B_2X_2 + B_3S_3 + B_4X_4 + B_5X_5 + B_6X_6$$

$$Y = 6,022 + 0,128s_1 - 0,516c_2 - 0,230c_3 + 0,349c_4 - 0,079s_5 + 0,605c_6 + a$$

The equation can be explained as follows:

1. A constant positive value of 6.022 suggests that external variables beyond the model contribute favorably to the younger generation's inclination towards coffee shop entrepreneurship.

2. The regression coefficient for the educational variable (X1) stands at 0.128, indicating a positive correlation. This implies that with each unit increase in X1, the interest of the younger generation increases by 0.128, holding other variables constant.
3. The regression coefficient for the income variable (X2) is -0.516, signaling a negative correlation. This suggests that for every one-unit increase in X2, Y decreases by -0.516, provided the other independent variables remain constant.
4. The regression coefficient for the experience variable (X3) is -0.230, displaying a negative association. This implies that for each unit increase in X3, the interest of the younger generation decreases by -0.230, while other variables remain unchanged.
5. With a regression coefficient of 0.349, the variable (X4) exhibits a positive correlation. This means that for every one-unit increase in X4, the interest of the younger generation rises by 0.349, assuming other variables remain steady.
6. The regression coefficient for the variable (X5) is -0.079, which indicates a negative correlation. This implies that for each unit increase in X5, the interest of the younger generation decreases by -0.079, all other variables being equal.
7. The regression coefficient for the variable (X6) stands at 0.605, suggesting a positive correlation. This signifies that for each unit increase in X6, Y increases by 0.605, assuming the other independent variables in the regression model remain constant.

Based on the t test obtained, some variables of income (X2), capital (X4), community environment (X6), have a significant effect on the interest of the younger generation in managing a coffee café. While the variables of education X1) experience (X3), family environment (X5) did not have a significant effect on the interest of the younger generation in managing a coffee shop (coffee café).

3.4 The Influence of Education on The Interest of The Younger Generation in Coffee Shop Entrepreneurship

Based on the results of statistical analysis, it shows that $t_{count} (0.578) > t_{table} (2.030)$ with a significance level of $0.567 > \alpha 0.05$, that education does not have a significant effect on the interest of the younger generation in managing coffee shops. Education does not have a significant effect on the interest of the younger generation in managing a coffee café. every manager. With the latest education, coffee shop managers still do not influence a person in increasing interest in business.

Respondents in Bukit sub-district with formal education stated by the Directorate General of Higher Education (2010) that most college graduates tend to choose as job seekers rather than job creators. Likewise, according to Djamarah (2011) learning is a series of activities to obtain a change in behavior as a result of individual experience in interacting with the environment that involves cognitive, effective and psychomotor. This is in accordance with those who have higher education, but in Bukit District, having a variety of education is not a barrier for respondents to increase interest in coffee shop entrepreneurship.

3.5 The Effect of Income on the Interest of the Young Generation in Coffee Shop Entrepreneurship

Based on the results of statistical analysis, it shows that $t_{count} (-2.361) < t_{table} (2.030)$ with a significance level of $0.024 < \alpha 0.05$, that income has a significant effect and is inversely proportional to the interest of the younger generation in managing coffee shops.

Income is the need to make ends meet, respondents who are in Bukit Kecamatan, do not have a fixed income and have difficulties with their finances. So that with the support to open a business and after running a business in terms of finances is increasing. So that income becomes a very important thing for someone. Meanwhile, it can be seen that in general, someone who has a fixed income and feels that their needs are met has less interest in opening a business because they already have a permanent job and do not have time for other things. It is also known that the manager of a coffee shop (coffee café) in Bukit District does not have a fixed income, so the manager opens a coffee shop business (to increase his income).

According to Darpujiyanto (2010) states that internal or personal factors consist of the need for income, self-esteem, and feelings of pleasure. Income as a driver of entrepreneurial interest is income earned by a person in the form of money or goods. Entrepreneurship can provide income that can be used to fulfill his life. It is the desire to earn income that will lead to one's interest in entrepreneurship. Meanwhile, according to Dewi (2010) stated that one of the factors that influence a person's interest in entrepreneurship is income which is an intrinsic factor.

3.6 The Influence of Experience with the Interest of the Young Generation on Coffee Shop Entrepreneurship

Based on the results of statistical analysis, it shows that $t_{count} (-1.503) < t_{table} (2.030)$ with a significance level of $0.142 > \alpha 0.05$, that experience does not have a significant effect on the interest of the younger generation in managing coffee shops. In this study, coffee shop managers had different and varied experiences, such as those who had minimal experience with coffee or business and had moderate or extensive experience. We cannot conclude that those who have no experience or low experience have low interest or vice versa have high experience do not necessarily have high interest as well.

So having experience or lack of experience in Bukit District does not reduce the interest of managers to open a coffee shop business. Because managers feel that in terms of adding insight or experience there is no limit to time or ability, so we remain humble in running the business and remain optimistic about the results achieved. However, according to Sondari's statement (2009), which states that education and work experience can influence career choices by introducing new ideas, building necessary skills and providing access to role models. Due to the conditions and circumstances in the study area, the results of experience did not have a significant effect on the interest of the younger generation in managing a coffee café. Experience in the field of respondents varies.

3.7 The Influence of Capital with the Interest of the Young Generation in Coffee Shop Entrepreneurship

Based on the results of statistical analysis, it shows that $t_{count} (2.115) > t_{table} (2.030)$ with a significance level of $0.042 < \alpha 0.05$, that capital has a significant effect on the interest of the younger generation in managing coffee shops.

We know that in running or managing a business that focuses on coffee shops (coffee cafes) and businesses in other fields, the most important thing we must have is capital. To build a business that we want to run without capital, the business will not run. Especially in the Bukit District area, all respondents stated that capital has a very high influence on a person's interest in managing or building a coffee café.

In accordance with the opinion of Alma, B (2010), revealed that the availability of capital will trigger someone's interest in entrepreneurship, for example having a strategically located building will trigger someone's interest in opening a business in that location. So, we can see that capital has a very big influence on the interest of the younger generation in managing coffee shops (coffee cafes).

3.8 The Influence of the Family Environment on the Interest of the Young Generation in Coffee Shop Entrepreneurship

Based on the results of statistical analysis, it shows that $t_{count} (-.540) < t_{table} (2.030)$ with a significance level of $0.592 > 0.05$, that the family environment does not have a significant effect on the interest of the younger generation in managing coffee shops.

Illustrates that the influence of the family environment does not contribute to the interest of the younger generation in managing coffee cafes. This is because the family environment in Bukit District still does not understand coffee cafes. They think that suburban coffee shops are the same as coffee cafes. Jobs that can meet their subsistence needs are better off being gardeners than doing coffee shop entrepreneurship.

According to Rusadi (2015) who stated that there needs to be support from relatives who always help and provide understanding of the decisions that have been taken. Family is the foundation stone for children's growth and development, this is what gives the initial influence on the formation of one's personality. In accordance with this statement, supported by Rusadi (2015) which states that the spirit of entrepreneurship arises in a person when someone has a confident attitude, namely optimism and full commitment. A person who has an entrepreneurial spirit feels confident that his actions are right and successful despite facing many challenges.

3.9 The Influence of the Community Environment with the Interest of the Young Generation in Coffee Shop Entrepreneurship

Based on the results of statistical analysis, it shows that $t_{count} (3.584) > t_{table} (2.030)$ with a significance level of $0.001 < \alpha 0.05$, that the community environment has a real and significant effect on the interest of the younger generation in managing coffee shops.

The results of this study illustrate that the influence of the community environment contributes significantly to the interest of the younger generation in coffee shop entrepreneurship. The community environment also supports and motivates the younger generation in entrepreneurship in coffee shops and the average livelihood of people in Bukit District is coffee planters.

This is supported by Karina's opinion (2009) that external factors that influence a person's interest are community environmental factors. So it can be concluded that character building, and fostering interest in the community environment has a big role. According to Hermina (2011) which states that the community environment can affect one's interests. If your neighborhood has many coffee connoisseurs or who are engaged in the coffee business or coffee shop (coffee café).

4. Conclusion

The study revealed a substantial interest among the younger generation in coffee shop entrepreneurship in Bukit District, influenced notably by income, capital, and community environment. However, education, experience, and family environment did not significantly

impact interest. These findings underscore the importance of addressing socioeconomic factors to foster entrepreneurship among the youth in coffee shop ventures.

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