

THE INFLUENCE OF HUMAN RESOURCE CAPABILITIES AND OFFICER FACILITIES ON THE PERFORMANCE OF FAMILY PLANNING COUNSELORS

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Abstract

This study examines the impact of human resource capability and officer facilities on the performance of Family Planning (KB) counselors in the implementation of the Bangsa Kencana Program in Empat Petulai Dangku District in 2024. The research aims to assess how the competencies of KB counselors and the availability of supporting facilities affect program effectiveness. A quantitative approach was used with a sample of 83 respondents, selected via purposive sampling. Data were collected using a Likert scale questionnaire and analyzed through regression analysis. The results show that both human resource capability and the availability of facilities have a significant impact on counselor performance. Well-trained counselors, supported by adequate resources such as educational tools, digital devices, and transportation, are more likely to achieve program objectives. The study emphasizes the need for continuous professional development and resource allocation to optimize the performance of KB counselors. Recommendations for policymakers include enhancing training systems, improving infrastructure, and implementing regular performance evaluations to ensure the success of family planning initiatives.

Keywords: Bangsa Kencana Program, Counselor Performance, Family Planning, Human Resource Capability, Officer Facilities

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Introduction

The Bangsa Kencana Program is an acronym for Family Development, Population, and Family Planning, which is one of the flagship initiatives of the National Population and Family Planning Agency (BKKBN, 2023). According to Law No. 52 of 2009 concerning Population Development and Family Development, Family Planning is defined as an effort to regulate the spacing of childbirth, the ideal age for childbirth, and the interval between pregnancies through promotion, protection, and assistance, in accordance with reproductive rights, to achieve a quality family. A quality family is characterized as one founded on legitimate marriage and distinguished by prosperity, health, progress, independence, an ideal number of children, foresight, responsibility, harmony, and devotion to God Almighty. One of the government's measures to control the population growth rate is through fertility regulation initiatives, with the Family Planning Program (KB) serving as its primary instrument. Since its inception in 1970, this program has demonstrated success by reducing the Population Growth Rate (PGR) and Total Fertility Rate (TFR), while the contraceptive use or Contraceptive Prevalence Rate (CPR) has experienced an increase.

The success of the National Family Planning Program has been closely linked to the performance of Family Planning Field Officers (PLKB). Their ability to execute their duties effectively depends on their knowledge of the program, particularly in adapting to changing circumstances. Therefore, PLKB officers must continuously improve their performance to achieve the program's objectives. According to SIGA BKKBN data, the proportion of couples of reproductive age (PUS) actively participating in family planning was 64.78% in 2022, rose to 71.32% in 2023, but declined to 66.96% in 2024. This indicates a downward trend in contraceptive use in South Sumatra Province in 2024. In Muara Enim Regency, there were 107,978 couples of reproductive age (PUS) in 2024, with 72,718 actively using contraceptives, accounting for 66.41%. However, only 78 PKB/PLKB officers were available in the region, spread across 22 districts. This means each officer serves approximately 1,384 PUS. Given the total number of couples of reproductive age in Muara Enim Regency, the current number of PKB/PLKB officers is insufficient. Ideally, 145 officers would be needed to match the number of villages and sub-districts in the area. This shortage negatively impacts the management of the Family Planning Program and may hinder the success of the Bangsa Kencana Program in the field (SIGA BKKBN, 2024).

The success of the Family Planning Program depends on the performance of PKB/PLKB officers, which is influenced by their understanding of the Bangsa Kencana Program and the availability of field infrastructure. A supportive organizational environment is also essential, as it shapes work systems, responsibilities, and employee behavior while its absence may lead to reduced performance. Based on the data above, with only three employees managing ten villages that are

geographically distant from each other, their performance in carrying out their core duties and responsibilities is not optimal. It is evident that with ten villages to oversee, these employees are unable to fully meet the community's needs related to the Family Planning (KB) Program. In implementing the Family Planning Program in 2024 in Empat Petulai Dangku District, several issues were identified 1) Insufficient Number of Family Planning Counselors. The district has only three Family Planning Counselors, which is inadequate. This concern was raised in an interview conducted on June 10, 2024, with Family Planning Counselor Harce Juliantino, S.E., who stated, "The lack of human resources in Family Planning Field Counseling is a significant issue. Ideally, one PLKB/PKB officer should be responsible for one to two villages or sub-districts. However, in Empat Petulai Dangku District, only three PKB officers are managing ten villages. 2) Limited Facilities for Family Planning Counselors. The lack of adequate resources and facilities for Family Planning Counselors hampers their performance in the field.

The Expectancy Theory, as proposed by Vroom, adopts a process-based approach to performance improvement, suggesting that performance is maximized when individuals believe their efforts will lead to desirable outcomes, find those outcomes appealing, and feel confident in their ability to achieve them through their efforts. A decline in the performance of PKB/PLKB officers can negatively impact the coverage and success of the Family Planning Program. Given these challenges, this study aims to examine the influence of human resource capacity and available facilities on the performance of Family Planning Counselors in implementing the Bangsa Kencana Program in Empat Petulai Dangku District in 2024.

Methods

The research methods employed are descriptive and verificatory. According to Sugiyono (2014:11), descriptive research is conducted to determine the value of one or more independent variables without making comparisons or linking them to other variables being studied and analyzed, resulting in conclusions. Meanwhile, the verificative method, according to Sugiyono (2014:8), is research conducted on a specific population or sample to test the established hypothesis. The primary data for the research was collected through the completion of questionnaires by Family Planning counselors in the Empat Petulai Dangku District, totaling 104 people. The process of determining the sample size involves the Slovin formula with a margin of error (e) of 5%, resulting in a sample size of 83 people. The sampling was conducted using a non-probability sampling technique, where everyone has an equal chance of being selected as a sample (Sugiyono, 2015: 112).

This method is Purposive Sampling, which selects samples based on certain con-siderations to achieve the research objectives more accurately and effectively. (Sugiyono, 2011: 85).

$$\begin{aligned}
 n &= \frac{N}{1 + N(e)^2} \\
 &= n = N / (1 + N e^2) \\
 &= 104 / (1 + (104 \times 5\%^2)) \\
 &= 104 / (1 + (104 \times 0,05^2)) \\
 &= 104 / (1 + (104 \times 0,0025)) \\
 &= 104 / (1 + 0,26) \\
 &= 82,5 \approx 83
 \end{aligned}$$

Based on these results, a representative sample of 83 respondents will be taken in this study, and it is hoped that this research will obtain accurate results.

Tabel 1. Operational Definition of Variables

| No | Variable | Dimention | Indicator | Scale | No. Questioner |
|----|--------------------------------|--------------------|---------------------------------------|---------|----------------|
| 1. | Human Resource Capability (X1) | Cognitive | Technical knowledge | Ordinal | 1,2 |
| | | | Analytical skills | Ordinal | 3,4 |
| | | | Problem solving ability | Ordinal | 5,6 |
| | | Psychomotor | Manual skills | Ordinal | 7,8 |
| | | | Working speed | Ordinal | 9,10 |
| | | | Accuracy | Ordinal | 11,12 |
| | | Affective | Job motivation | Ordinal | 13,14 |
| | | | Organizational commitment | Ordinal | 15,16 |
| | | | Ability to cooperate | Ordinal | 17,18 |
| 2. | Work facilities (X2) | Physic | Building and layout | Ordinal | 19,20 |
| | | | Work equipment | Ordinal | 21,22 |
| | | | Environment around the workplace | Ordinal | 23,24 |
| | | Technology | Software | Ordinal | 25,26 |
| | | | Hardware | Ordinal | 27,28 |
| | | | Information systems that support work | Ordinal | 29,30 |
| | | Organization | Stucture Organization | Ordinal | 31,32 |
| | | | Company policy | Ordinal | 33,34 |
| | | | Work procedure | Ordinal | 35,36 |
| 3 | Employee Performance (Y) | Timeliness | Timeliness in completing tasks | Ordinal | 37,38, 39,40 |
| | | Time Working | Appropriateness of working hours | Ordinal | 41,42 43,44 |
| | | Attendance | Attendance Rate | Ordinal | 45,46 47,48 |
| | | Cooperation Skills | Cooperation ability between employees | Ordinal | 49,50 |
| | | | | | |
| | | | | | |

Based on the Operational Definition of Variables, the framework in this study is as follows:

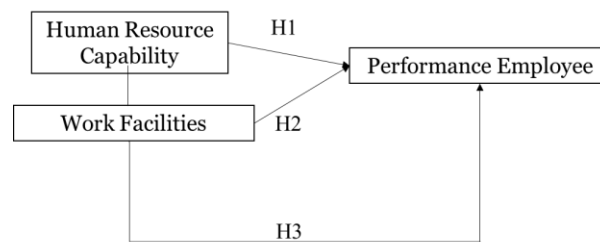


Figure 1. Research Model

It can be seen from the research framework in Figure 1 that the formulation of the research hypothesis used is as follows:

- H1 :** Based on Vroom's Expectancy Theory, which states that an individual's performance is influenced by their belief that effort will lead to desired outcomes, human resource capacity (skills, knowledge, and experience) is expected to significantly impact the performance of Family Planning Counselors in Empat Petulai Dangku District. Therefore, this study hypothesizes that human resource capacity has a significant influence on the performance of Family Planning Counselors in Empat Petulai Dangku District.
- H2 :** According to Vroom's Expectancy Theory, an individual's performance is influenced by their perception that their effort will lead to expected results, provided that sufficient resources and tools are available. In the context of Family Planning Counselors in Empat Petulai Dangku District, the availability of adequate work facilities is expected to significantly impact their performance. Therefore, this study hypothesizes that work facilities have a significant influence on the performance of Family Planning Counselors in Empat Petulai Dangku District.
- H3 :** According to Vroom's Expectancy Theory, an individual's performance is determined by their expectation that effort will produce desired results, which is strengthened by their competencies and the availability of necessary resources. In the context of Family Planning Counselors in Empat Petulai Dangku District, both human resource capacity (skills and knowledge) and work facilities are essential factors that contribute to performance. Therefore, this study hypothesizes that human resource capacity and work facilities simultaneously have a significant influence on the performance of Family Planning Counselors in Empat Petulai Dangku District.

Result And Discussion

Normally Test

The normality test is a statistical procedure used to determine whether a dataset follows a normal distribution. A normal distribution, often represented as a bell-shaped curve, is one of the most commonly used probability distributions in statistics. In this study, the normality test is conducted as a prerequisite for hypothesis testing. The regression analysis applied in this research requires that the variable data be normally or approximately normally distributed. The normality test used in this study is the Lilliefors test performed with the assistance of SPSS 24.00. This test is considered more accurate for a sample size of 83 respondents, using a 95% confidence level ($\alpha = 0.05$). Furthermore, based on the One-Sample Kolmogorov-Smirnov Test conducted using SPSS 25.00. Based on the normality test, the significance value of 0.720 is greater than 0.05, indicating that all variables follow a normal distribution. This enables the use of parametric statistical techniques, ensuring the validity and reliability of research results. It is also essential to consider potential deviations that may impact conclusions and apply appropriate procedures to maintain data quality and accuracy.

Hypothesis Test

Simultaneous test (F test)

To test the validity of the first hypothesis, the F-statistical test is employed, which examines the significance of the combined influence of all independent variables on the dependent variable. Based on the ANOVA output table above, the significance value (Sig) is $0.000 < 0.05$, which means the hypothesis is accepted; in other words, there is an influence of HR Capability and Work Facilities together on the Performance of KB Counselors in the Empat Petulai Dangku District.

Partial Test (T-Test)

Based on Table of the SPSS 26.0 output, the regression equation obtained is $Y = 14.320 + 0.603X_1 + 0.238X_2$. From the above regression equation, the following conclusions can be drawn:

The constant value (α) of 14.320 with a positive sign indicates that if the variables of Human Resource Capability (X_1) and Work Facilities (X_2) are held constant, the value of Y will be 14.320. This suggests a positive relationship between the variables of Human Resource Capability (X_1) and Work Facilities (X_2) and the performance of family planning counselors.

The regression coefficient for the Human Resource Capability variable (X_1) is 0.603, with a positive sign, indicating that if Human Resource Capability increases by one unit. In contrast, other variables remaining constant, the performance of family planning counselors will increase by 0.603 units.

The regression coefficient for the Work Facilities variable (X2) is 0.238, with a positive sign, indicating that if the level of Work Facilities increases by one unit, while assuming other variables remain constant, the performance of family planning counselors will increase by 0.238 units.

Test Coefficient of Determination (R^2)

The Coefficient of Determination (R-squared) aims to measure the percentage of influence of independent or explanatory variables on dependent or response variables in percentage units within a research regression model. Based on the SPSS output, the coefficient of determination (R-squared value) is 0.364, which is equivalent to 36.4%. That figure means that the variables Human Resource Capability (X1) and Work Facilities (X2) simultaneously (together) influence the variable Performance of Family Planning Counselors (Y) by 36.4%. Meanwhile, the remaining 63.6% (100% - 36.4%) is influenced by other variables outside this regression equation or variables that were not studied.

Discussion

The Influence of Human Resource Capability on the Performance of Family Planning Counsellors

Based on the hypothesis test on the human resource capability variable, a t-value of 3.845 was obtained, which is greater than the t-table value of 1.992. This suggests that human resource capability has a substantial impact on the performance of family planning counselors. The R-squared value of 12.8% indicates that human resource capabilities contribute 12.8% to the variation in the performance of family planning counselors, while the remaining 87.2% is influenced by other factors. Although significant, the magnitude of this contribution indicates that the influence of human resource capabilities on performance is moderate and not dominant. This result aligns with Yulianto's (2023) research, which suggests that family planning counselors with higher education levels and more work experience exhibit better performance. However, the relatively small percentage of contribution in this study indicates that performance improvement is not solely determined by individual abilities, but is also influenced by external factors such as work facilities, organisational support, and community participation.

This finding is also reinforced by Santoso (2023), who emphasises the importance of motivation and commitment in determining the success of extension services. In the context of Empat Petulai Dangku, many extension workers face geographical challenges and resource shortages, which can hinder their effectiveness despite being competent. Furthermore, Hadi (2022) emphasises the importance of evaluation and monitoring skills. In this study, extension workers who actively

conducted field evaluations showed improved performance, which aligns with our findings that extension workers with higher evaluative capacity are more adaptive in refining their approaches to the community.

Regression shows that every one-unit increase in HR capability will improve the performance of extension workers by 0.5 units. This strengthens the argument that investment in training and capacity development has a real impact on field performance. Sari (2022) notes that regular training also enhances job satisfaction, which in turn encourages productivity and active participation in the program. Interestingly, there are indications of a two-way relationship. Rahmawati's (2022) research indicates that good performance enhances recognition and motivation among extension workers, thereby encouraging them to continue developing themselves. In this context, performance improvement is not only a result of human resource capabilities but also catalyzes strengthening the capacity itself.

However, it is essential to note that the influence of HR cannot stand alone. A study by Prasetyo (2021) highlights the importance of government support and a conducive work environment. Our findings also indicate that the limitations of facilities and the unbalanced workload weaken the positive impact of individual capabilities on the performance of family planning counsellors.

The Influence of Work Facilities on the Performance of Family Planning Counsellors

The analysis results show that the work facilities variable significantly affects the performance of family planning counsellors, with a t-value of 2.882, which is greater than the t-table value of 1.992. Thus, the alternative hypothesis (H_a) is accepted, and the null hypothesis (H_0) is rejected. The R-squared value of 0.268, or 26.8%, indicates that work facilities contribute 26.8% to the variation in the performance of family planning counselors, while other factors influence the remaining variation. The significant contribution of work facilities emphasizes that the availability of tools and supporting facilities is an essential component in implementing the *Bangga Kencana* program in the field.

This finding aligns with Sukardi's (2021) research, which suggests that extension workers equipped with suitable teaching aids and communication media can convey family planning messages more effectively and capture the public's attention. Interactive and visual-based counselling has been proven to enhance the public's understanding of population issues. Besides technical aspects, work facilities also impact the psychological aspects of extension workers. Rahmawati (2022) shows that extension workers who feel supported by facilities tend to exhibit higher levels of job satisfaction and organisational loyalty. This is reinforced by field findings in the Empat Petulai Dangku District, where 70% of extension workers stated that the lack of work facilities is the main obstacle in

achieving program targets. Limited transportation, extension media, and access to technology are factors that weaken work morale and effectiveness.

This finding is also in line with the results of the study by Prasetyo & Lestari (2021), which found that extension workers in areas with adequate logistical support experienced a 30–40% increase in community participation in family planning programs. In the context of this research, the increase in the effectiveness of counselling can be seen from the increased active participation of couples of reproductive age who receive direct information through a more systematic approach and are supported by adequate working tools. However, comparisons with previous studies also show that the availability of facilities does not always guarantee optimal performance. Research by Widodo (2020) revealed that although facilities are available, without continuous training and periodic supervision, extension workers tend not to utilise those facilities optimally. This highlights the importance of integrating the provision of facilities with the enhancement of their capacity to be used.

In this context, the support of the local government in providing extension facilities and training in the use of assistive tools becomes a crucial factor in determining success. Work facilities not only include extension media but also information systems, operational vehicles, and digital access relevant to current conditions. The Office of Women's Empowerment and Child Protection (2023) even emphasises that the digitisation of the KB program is essential in areas with difficult geographical access. Thus, the results of this study not only reinforce previous theories about the importance of facility support but also provide contextual insights that such support must be accompanied by implementation strategies that are adaptive to local conditions.

The Simultaneous Influence of Human Resource Capability and Work Facilities on the Performance of KB Counsellors

The capability of human resources (HR) is a key factor in the success of the Bangsa Kencana program. BKKBN's research (2020) reveals a positive correlation between the competence of family planning counselors and program outcomes. In the Empat Petulai Dangku District, trained counsellors successfully increased community participation, as reflected by a 15% decrease in birth rates in 2021 (Health Department, 2021). Regression analysis shows that the improvement in HR competency (X1) increases the performance of family planning counsellors by 0.603 points, while work facilities (X2) contribute 0.238 points. This emphasises the importance of both factors in improving the performance of family planning counsellors. Work facilities, such as transportation and extension materials, have been proven to support the performance of extension workers.

Nuraini (2021) noted that extension workers with complete facilities tend to perform better. In the Empat Petulai Dangku District, 40% of extension workers face difficulties due to limited transportation facilities (KBPP Office, 2021). The combination of human resource capabilities and work facilities improved the performance of extension workers by up to 50% (Hidayati, 2023). BKKBN (2023) recorded a 25% increase in contraceptive use thanks to this approach. The motivation of the counsellors also plays a role, where 80% of those with adequate work facilities report higher job satisfaction (Social Research Institute, 2022). However, the main challenge still lies in the budget constraints for training and facilities. The Ministry of Finance (2022) noted a reduction in the KB budget, which hinders the improvement of extension quality. Additionally, the uneven distribution of facilities exacerbates the disparity between developed and remote areas.

Conclusion

Based on the results of the analysis and discussion conducted in the previous chapter, it can be concluded that is This study confirms that human resource capability, availability of work facilities, and the performance of Family Planning (KB) counselors significantly influence the successful implementation of the Bangga Kencana Program in Empat Petulai Dangku District. Well-trained and experienced counselors can provide high-quality information and services, while adequate work facilities support their effectiveness. Strong counselor performance, reflected in target achievements and community participation, serves as an indicator of the program's success. Additionally, factors like motivation, leadership support, and work environment also impact counselor performance. Adequate work facilities are essential in supporting counselors to plan and evaluate their tasks, ultimately improving service delivery. However, other factors, such as motivation and external support, also contribute to overall performance. The combined influence of human resource capability and work facilities underscores the importance of a supportive work environment and well-equipped counselors for enhancing performance. However, other factors not covered in this study also play a role, suggesting the need for further research to gain a more comprehensive understanding of the determinants of KB counselor success.

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