

Research Article

Increasing Culinary Companies' Empowerment Through Human Capital, Social Capital, Generation Z, and Social Media as an Intervening

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Abstract.

This article is related to empowerment influenced by human capital, social capital, and Generation Z through social media in start-up culinary companies in Madura. The research was conducted on new or existing business actors using internet-based technology or social media in Madura (Bangkalan, Sampang Pamekasan Sumenep), there were 241 respondents in total. Data were obtained using multiple regression correlated analysis, using AMOS. The results show that there is a significant influence that human capital, social capital, and and Generation Z have a significant effect on empowerment both directly and indirectly through social media intervening, especially in Madura, East Java. There is a change in business patterns from a manual or traditional system to a modern or contemporary business based on an online/internet system in Madura. This business pattern can be the same as what is happening in other regions nationally, where all business sectors are now changing with modern concepts so that they can increase income as part of the method to face global business competition. observation was made by involving business actors, especially Generation Z which has an impact on empowerment.

Keywords: human capital, social capital, generation Z, social media, empowerment, culinary startup company

1. Introduction

Three things are of main concern regarding the background of this research plan. First, various innovations. Second, developing effective strategies, and third including an environment that supports Generation Z. This is a generation aged 14 to 25 years or young adults in 2023 where they are always very closely connected to social media [1]. There was a change in pattern from traditional in the early 2000s to the current modern system which is characterized by the presence of the triad; internet android, and social media. The emergence of a new paradigm is one part of sustainable Human Resource Empowerment. This means not only thinking now but also thinking long term because this is to face the Era of Industrial Revolution 4.0 to welcome the Era of Society 5.0

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According to Chamber [2], several things are currently of concern, including people center, participation, empowering, and sustainable. Through traditional local scope observations effectively and efficiently.

In terms of Human Capital and Social Capital, it is a determinant of business success [3] as in the case of South Africa, and is a valuable asset for the company. Human Capital antecedently produces various innovations [4] Therefore, it is necessary to ensure that their well-being is ensured so that they can work optimally, producing output that meets the company's expectations.

Related variables used in this research plan include *: empowerment as an endogenous variable which is influenced by Human Capital Social Capital and Generation Z as an Exogenous variable through Social Media as an Intervening variable in Start-Up companies in the culinary sector in Madura.

Based on the analysis of previous research results, Human Capital which consists of several indicators including Knowledge, Skill, Abilities, and Commitment [5,6] has an influence both directly and indirectly through Social Media Empowerment. Influence both directly and indirectly through Social Media on Empowerment. Social Capital with indicators including Ward Work and honesty, Partner, Trust, and Network also influences both directly and indirectly through Social Media with indicators including Connectedness, Listening, And Interacting as well as literature suggests [7,8] to ward Empowerment. Generation Z which consists of Attitude, Technology Style, and lifestyle indicators [9,10] also has a direct and indirect impact through Social Media with indicators of Education According to Character, Ability to Measure Yourself, Having Social Responsibility, and Being Able To Use Technology [11,12].

Firstly, as the originality of research, this observation does not only involve Human Capital and Social Capital but also especially Generation Z as an exogenous variable that has an impact on empowerment. Generation Z is relatively new because it existed from 1997 to the mid-2010s. And now 2023 is in young adulthood according to the opinion of Joeri Van den Bergh, Patrick De Pelsmacker [13]. Readiness to welcome Golden Indonesia in 2045.

Second, the variables, namely Human Capital and Social Capital, are both positioned as exogenous variables that influence endogenous variables. This is different from research by Kocollari, Alessia Pedrazzoli, and Cavicchioli [14] which positions Social Capital as an exogenous variable and Human Capital as an intervening variable.

Third, Social Media is an intervening variable to support Generation Z as an exogenous variable.

2. Literature Review and Hypothesis Development

The interesting thing about this research is the discussion regarding Generation Z which is linked to management theory, especially Empowerment Theory. The role of Human Capital where encourage economic growth through the education sector [15] The key to a country's economic growth is minimizing transaction costs, reducing the risk of uncertainty, and facilitating access to the financial sector [16]. The growth rate of a country's Human Capital is not the same, especially if it is also associated with the financial sector [15] The link with the availability of labor is directly proportional to the quality of education and also empowerment [17]. It is hoped that there will be harmony between the growth rate of Human Capital and the quality of education and economic growth in the region.

In this case, there is a discussion regarding relations in the community which are closely related to empowerment [14]. There is a close bond within a community because there are many similarities between members. There is a close relationship with knowledge and good relations within the scope of the organization's internal and external [6].

With the use of technology today covering all fields. Also included in Social Media also affects Empowerment [7] Likewise, Social Media also influences Empowerment both directly and indirectly. Human Capital influences Empowerment through Social Media [5]. Social Media has both direct and indirect impacts on the utilization of human resources. There are two indicators in measuring Empowerment including product innovation and sales system. Both have the impact of analyzing sales results, delivering goods on time, and maintaining consumer confidence. Furthermore, network indicators are maintaining good relations with consumers, maintaining relationships with raw material suppliers, banks, and also with the government. Human Capital with indicators consisting of Knowledge, Skill and Commitment. The success of Social Media can change a person's behavior through friendship events than those who previously lived alone so did not know each other [18].

The existence of technological advances encourages changes in all lines. Involvement of Social Media (SM) in Influencing Empowerment indirectly through Human

Capital (HC) [5]. Social Media has an impact related to the utilization of human resources both directly and indirectly. There are two indicators to determine the extent to which empowerment is carried out, namely product innovation and sales system. Both of them carry out an analysis related to sales results which are a benchmark for the success of a sale. The Social Capital variable needs to be reviewed for several indicators including norms with elements of hard work and upholding honesty. An indicator of trust that can be achieved by maintaining product and service quality, sending goods on time, and maintaining consumer trust. The next indicator is a network that can be achieved by establishing relationships with consumers and maintaining good relations with raw material providers, lenders/banks, and also with the government. While Human Capital variables with indicators include Knowledge, Skill, and Commitment. The existence of Social Media can change the behavior of a person who tends to make more friends than at first who tends to live alone [18].

In this article, Generation Z is a young people who are always connected to Social Media [1]. Even among them tend to fit into the environment according to consumption patterns and tend or are familiar with Social Media Activities. Generation Z is usually 14 to 25 years old [19]. They intensively use Social Media. It even has an impact on his attitude and behavior [20].

The Empowerment focus in this article is young people who are closely related to technology. The existence of digital technology education encourages them to be more critical, and active, and always want a change to a better place. The existence of Human Capital and Social Capital will run optimally if followed by the mastery of technology that is developing at this time. Create an environment that supports the change. For example, now they have to be friends with Social Media to be able to market their products. Trying to get along with business actors, both as incumbents and startups. Expanding the network through Social Media is often done in today's era. [21] They need to create digital-based product variations like those in Pamekasan. Now there is Poco Cream, Martabak Kota Kita, Tea Break, Insomnia Café, etc. These products can be ordered online and offline. Regarding the close relationship between Empowerment and the use of Social Media in the future [11].

From the result of previous research, the hypothesis that can be constructed is as follows (see Fig. 1):

H1. Human Capital and Social Capital and Generation Z Have a Positive and Significant on Social Media.

H2. Human Capital Social Capital and Generation Z have a positive and significant influence on Empowerment.

H3. Social Media has a positive and significant effect on Empowerment.

H4. Human capital Social Capital and Generation Z have a positive and significant influence on Empowerment through Social Media.

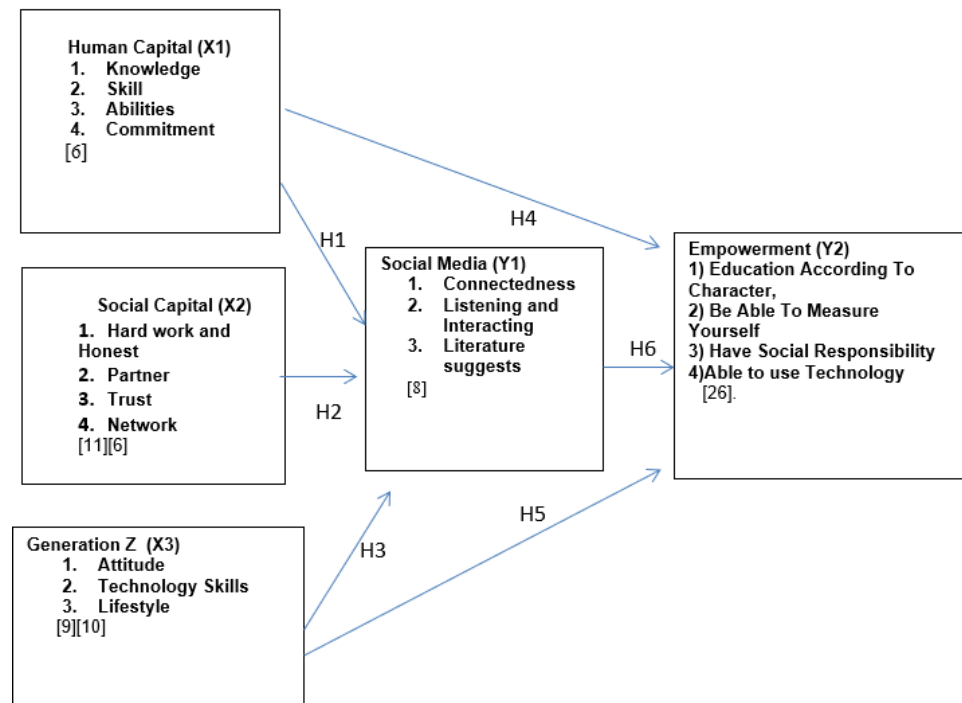


Figure 1: Conceptual framework.

3. Research Methodology

The population in this study are culinary business actors in four districts in Madura (Bangkalan, Sampang Pamekasan, and Sumenep) with a total of 458 restaurants in Madura who actively and continuously run online or Social Media-based businesses. Because the business is homogenous; thus, a certain number of samples will be taken from each district, bringing the total to 214 unit samples. This tolerance value is in the percentage of 5% which is expressed by the Slovin formula. The method of accidental sampling is used. This research used three types of variables :

(1) Exogenous variable: Human Capital (X1) and Social Capital (X2) and Generation Z (X3)

(2) Intervening Variable: Social Media (Y1)

(3) Endogenous variable: Empowerment (Y2)

Using multiple regression correlated analysis with data obtained using AMOS.

TABLE 1: Data on the number of restaurants in Madura.

No.	The Name Of The District In Madura	2014	2015	2016	2017	2018	Total Number
1.	BANGKALAN	15	19	19	23	23	122
2.	SAMPANG	7	12	12	13	11	55
3.	PAMEKASAN	27	26	26	29	29	137
4.	SUMENEP	28	17	17	39	43	144
							458

Source : BPS Jawa Timur

4. Empirical Research and Discussion

In this article, what is measured includes the balance between the availability of employment and the quality of education and lifestyle so that the human quality in Madura is mapped. Human capital is everything about humans. Including the abilities, skills, and experience possessed so that they can support the work [6]. The Indicators of Human Capital include 1) Knowledge, 2) Skill, 3) Abilities, and 4) Commitment. The total influence of Human Capital on Social Media is 0,33. Following Donald et al. [22], and Aberg & Koivula [23] opinions. The total influence of Human Capital on Empowerment is 0.389 Accordance to Michael [6] opinion. Social Capital emphasizes relations between people. Work hard and build honesty. Form strong relationships and networks in life. Therefore the indicators include: 1) Hard work and Honest, 2) Partner, 3) Trust, 4) Network. The total influence of Social Capital on Social Media is 0,354 following Boris [3], and Eduardo et al. [4] opinions. The total influence of Social Capital on Empowerment is 0.152 Accordance with [3,4,24,25] opinion. Generation Z is a group of young people with an age range of 14 to 25 years. They are very fluent in using internet-based technology devices. As a result, it will have an impact on habits and attitudes in everyday life. Therefore the indicators of Generation Z include: 1) Attitude, 2) Technology Skills, and 3) Lifestyle. The total influence of Generation Z on Social Media is 0.534 Accordance with [1,9,10] opinion. The total influence of Generation Z on Empowerment is 0,454 in accordance with [8,26,27]. The variable of Social Media Establishes relationships with all parties. Both internal and external. Willing to accept suggestions and advice from all parties. Giving an asterisk is now widely practiced as a reflection of whether the product is accepted

or rejected by consumers. Social Media is a medium of communication between parties that contains a series of documents or articles, images, photos, and someone’s personal account which is always connected to the internet [28]. Social Media indicators include) Connectedness, 2) Listening and Interacting, 3) Literature suggests. The total Influence of Social Media On Empowerment is 0,917 in Accordance with [26,29] opinions. The variable of Empowerment Current changing conditions demand changes in business actors or related parties. Familiar with digital technology and have a critical and active mindset along with being fast-paced in everything. The Employment indicators include: 1) Education According To Character, 2) being able To Measure Yourself, 3) Social Responsibility, and 4) the ability to Use Technology being influenced by Human Capital, Social Capital, and Generation Z through Social Media of 1,76 (see Fig. 2).

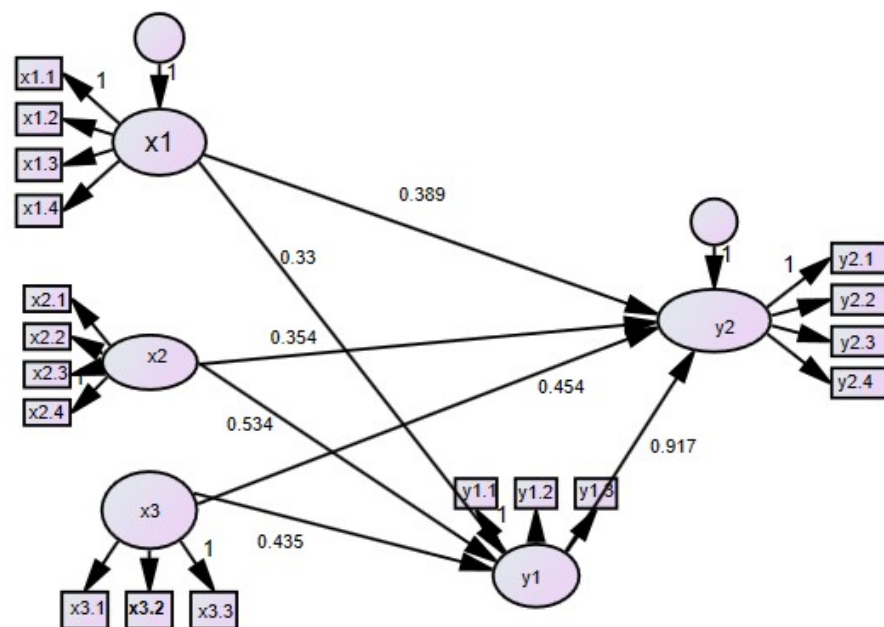


Figure 2: The research framework.

Information on The Research Framework :

Exogenous Variable:

X1 : Human Capital X2 : Social Capital X3 : Generation Z

X1.1 : Knowledge X2.1 : Hard Work and Honest X3.1 : Attitude

X1.2 : Skill X2.2 : Partner X3.2 :Technology and Skill

X1.3 : Abilities X2.3 :Trust X3.3 :Lifestyle

X1.4 : Commitment X2.4 :Network

Intervening Variable: Endogenous Variable :

Y1 : Social Media Y2 : Empowerment

Y1.1 : Connectedness Y2.1 : Education according to character

Y1.2 : Listening and Interacting Y2.2 : Able to measure yourself

Y1.3 : Literature Suggest Y2.3 : Have social responsibility

Y2.4 : Able to use technology

Source: Author's Own Data Elaboration

5. Conclusions and Suggestions

Based on the analysis shows that Human Capital consists of several indicators including Knowledge, Skills, Abilities, and Commitment [6]. Influence both directly and indirectly through Social Media on Empowerment. Social Capital with indicators including Hard Work and honesty, Partner, Trust, and Network also influences both directly and indirectly through Social Media with indicators including Connectedness Listening, and Interacting as Well as Literature suggests [8] on Empowerment. Generation Z include indicator of Attitude, Technology Style, and Lifestyle [9,10] Also have direct or indirect impacts through Social Media with Education indicators according to character, Ability to Measure yourself, have social responsibility. And be able to use technology.

As Suggestions, first, provide training and technical assistance to improve business capabilities as a form of adaptation to current technological developments. Second, there are efforts to improve the skills of individual people, especially Generation Z, in preparation for the golden era of Indonesia in 2045.

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