

## **ABSTRAK**

### **FAKTOR-FAKTOR YANG MEMPENGARUHI KINERJA USAHA PEMBESARAN IKAN NILA DI KAMPUNG NILA KAWALI**

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Kinerja usaha pembesaran ikan nila belum sepenuhnya mencapai kondisi optimal, dimana penerapan teknis budidaya belum sepenuhnya sesuai dengan Standar Operasional Prosedur (SOP). Kondisi ini diduga dipengaruhi oleh faktor-faktor seperti modal sosial, peran penyuluh, dan keterampilan manajerial yang dimiliki oleh pembudidaya. Penelitian ini bertujuan untuk mengetahui tingkat modal sosial, peran penyuluh, keterampilan manajerial, dan kinerja usaha pembesaran ikan nila. Kemudian menganalisis pengaruh modal sosial dan peran penyuluh terhadap keterampilan manajerial, selanjutnya menganalisis pengaruh modal sosial, peran penyuluh, dan keterampilan manajerial terhadap kinerja usaha pembesaran ikan nila, serta menganalisis pengaruh tidak langsung modal sosial dan peran penyuluh terhadap kinerja usaha melalui keterampilan manajerial. Metode penelitian yang digunakan adalah metode survei dengan teknik penarikan sampel secara sensus terhadap 42 pembudidaya pembesaran ikan nila di Kampung Nila Kawali. Teknik analisis data menggunakan analisis deskriptif dan *Structural Equation Modelling (SEM) – Partial Least Squares (PLS)*. Hasil penelitian menunjukkan bahwa tingkat modal sosial, peran penyuluh, keterampilan manajerial, dan kinerja usaha pembesaran ikan nila termasuk dalam kategori baik; kemudian modal sosial berpengaruh signifikan dan peran penyuluh tidak berpengaruh signifikan terhadap keterampilan manajerial; selanjutnya modal sosial dan keterampilan manajerial berpengaruh signifikan, sedangkan peran penyuluh tidak berpengaruh signifikan terhadap kinerja usaha; dan keterampilan manajerial mampu memediasi pengaruh modal sosial terhadap kinerja usaha, namun tidak mampu memediasi pengaruh peran penyuluh terhadap kinerja usaha pembesaran ikan nila di Kampung Nila Kawali.

Kata kunci: ikan nila, keterampilan manajerial, kinerja usaha,

## **ABSTRACT**

### **FACTORS AFFECTING THE PERFORMANCE OF THE TILAPIA REARING BUSINESS IN NILA KAWALI VILLAGE**

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*The performance of the Nile tilapia farming business has not yet reached optimal conditions, as cultivation techniques have not fully complied with Standard Operating Procedures (SOP). This condition is presumably influenced by factors such as social capital, the role of extension workers, and managerial skills possessed by farmers. This study aims to determine the level of social capital, the role of extension workers, managerial skills, and the performance of Nile tilapia farming businesses. It also analyzes the influence of social capital and the role of extension workers on managerial skills, the influence of social capital, the role of extension workers, and managerial skills on the performance of Nile tilapia farming businesses, and the indirect influence of social capital and the role of extension workers on business performance through managerial skills. The research method used is a survey method with a census sampling technique of 42 Nile tilapia farming farmers in Kampung Nila Kawali. Data analysis techniques use descriptive analysis and Structural Equation Modeling (SEM) - Partial Least Squares (PLS). The results show that the level of social capital, the role of extension workers, managerial skills, and the performance of Nile tilapia farming businesses are categorized as good. Social capital has a significant effect, while the role of extension workers does not have a significant effect on managerial skills. Social capital and managerial skills have a significant effect, while the role of extension workers does not have a significant effect on business performance. Managerial skills mediate the effect of social capital on business performance but do not mediate the effect of the role of extension workers on the performance of Nile tilapia farming businesses in Kampung Nila Kawali.*

*Keywords: nile tilapia, managerial skills, business performance, social capital*