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Human Resource Development Strategy For Women MSMEs Based On Local Wisdom On The Surabaya Coastal

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ABSTRACT

Women are human resources with potential that can be utilized in various fields. Women's MSMEs can potentially improve coastal communities' welfare, independence, and empowerment. To overcome these challenges and obstacles, women's MSME businesses on the coast of Surabaya must develop several strategies for human resources for MSME actors on the coast. The research method in this study was quantitative; questionnaires were distributed to female MSME actors on the coast of Surabaya in Tambak Wedi, Kedinding, Nambangan, Bulak, Kenjeran, and Wonorejo. Eighty-two female MSME actors have filled out the questionnaire appropriately, and the data entered is processed and analyzed using SEM PLS. This research shows that the training variable has a significant positive effect on the development of human resources for female MSMEs on the coast of Surabaya. Meanwhile, other variables, such as education, health, motivation, and involvement, do not influence the development of human resources for female MSME actors on the coast of Surabaya.

INTRODUCTION

In essence, women are human resources with the potential to be utilized in various fields and sectors of national development (Aslikah, 2019). Women on the coast of Surabaya live in coastal areas bordering the Java Sea. These women have an important role in coastal communities' social and economic life as housewives, workers, and entrepreneurs. Women on the coast of Surabaya also face various challenges, such as poverty, lack of education, and gender discrimination.

Some interesting things about women on the Surabaya coast are that women on the Surabaya coast have diverse cultural riches, such as language, customs, arts, and

culinary delights. Women on the Surabaya coast also develop fisheries-based micro, small, and medium enterprises (MSMEs), such as making presto milkfish, crispy anchovies, fish floss, seaweed chips, and clams with Padang sauce (Sahidu, 2021).

MSMEs on the coast of Surabaya are businesses that operate in fisheries, culinary, crafts, etc. (Mochklas et al., 2023). In Surabaya, women in the coastal environment are not only objects of development but also subjects who have a central role in the economic development of families on the coast. These women's MSMEs can potentially increase coastal communities' welfare, independence, and empowerment (Noerchoidah et al., 2022). Women's MSME businesses on the coast of Surabaya have bright prospects because demand for beach tourism continues to increase along with economic growth and people's lifestyles.

The condition of coastal women's MSMEs is the condition of micro, small, and medium enterprises managed by women who live in coastal areas. Coastal women's MSMEs can potentially support the family and community economy. Coastal communities sell their products in various ways, such as selling directly to traditional markets or modern markets, selling through collectors or intermediaries, selling through grocery stores or food stalls, and selling through social media.

To overcome these challenges and obstacles, women's MSME businesses on the coast of Surabaya need to develop several strategies for human resources for MSME actors on the coast. Human resource development is a process to improve the ability of human resources to help achieve organizational goals (Bangun, 2012). Human resource development for female MSMEs on the Surabaya Coast is a form of increasing knowledge, attitudes, and positive work abilities of female MSME business actors on the Surabaya Coast.

The model for developing women's MSME human resources on the coast of Surabaya includes several aspects, namely education, training, health, motivation, and involvement. This research aims to determine a model for developing human resources for female MSME actors on the coast of Surabaya that is by the characteristics of the community. By knowing the HR development model, Women MSMEs can obtain strategies to improve the quality, productivity, and welfare of female MSMEs (Gunawan et al., 2021).

LITERATURE REVIEW

Human Resource Development (HR) is an activity that aims to improve the abilities and skills of human resources in an organization or company. Human resource development is useful for increasing human resources' productivity, creativity, motivation, and loyalty, as well as creating positive changes for individuals and organizations (Athallah, 2022).

Human Resources Development for Female MSME Actors on the Surabaya Coast is one of the efforts to improve women's welfare and empowerment in coastal areas with thatmic, social, and cultural potential. This development includes several aspects, such as increasing women's access to economic resources (Maigoda, 2023), improving the quality of MSME products and services based on local resources (Amirudin, 2019), and increasing women's awareness and responsibility for the environment and preserving coastal resources (Andriyani et al., 2023).

The Strategy for the Development of Human Resources (HR) for Women's MSMEs Based on Local Wisdom in the Surabaya Coast is a plan or step taken to improve the quality, skills, and competence of women's human resources involved in micro, small, and medium enterprises (MSMEs) in the Surabaya coastal area. This strategy aims to increase the welfare, empowerment, and independence of women, as well as exploit the economic, social, and cultural potential that exists in coastal areas.

Several strategies that can be implemented in developing female MSME human resources based on local wisdom on the coast of Surabaya include:

a. Increase women's access to and opportunities for economic resources, such as business capital, training, technical assistance, information, and networks. This can be done by facilitating and empowering women to access various funding sources, market data, and business networks through the government, universities, supporting institutions, and work partners. (Hidayat & Andarini, 2020).
b. Increase women's capacity and skills in managing and developing their businesses. This can be done by providing training and mentoring that suits women's needs, interests, and potential, as well as developing MSME products and services based on local resources, such as fishery products, handicrafts, food and drink, and fashion. (Susanti et al., 2022).
c. Increase women's participation and role in decision-making and management of MSMEs. This can be done by encouraging women to dare to take risks, innovate, and compete in the market and by providing awards and incentives to women who excel. It is also necessary to increase women's awareness and responsibility for the environment and preserve coastal resources.
d. Increasing the entrepreneurial spirit and independence of women in business. This can be done by providing motivation, inspiration, and guidance to women to develop ideas, creativity, and added value in their businesses, as well as developing profitable and sustainable businesses. (Hidayat & Andarini, 2020)

METHOD

The research method is quantitative, which collects data for analysis and draws conclusions from a phenomenon or relationship between variables. Data were collected

by distributing questionnaires directly to female MSME actors on the coast of Surabaya spread across the Tambak Wedi, Kedinding, Nambangan, Bulak, Kenjeran, and Wonorejo areas. This is to make it easier for MSME players to fill in this. A 5-point Likert scale was used in this research questionnaire to produce accurate data results.

The incoming data is processed and analyzed using SEM PLS, a multivariate method that tests the relationship between variables. SEM PLS is a structural equation model that is component or variance-based, which aims at prediction rather than causality. SEM PLS has several advantages, such as being able to overcome multicollinearity problems, not requiring normal distribution assumptions, and being able to handle small or large data (Hair et al., 2021).

RESULT AND DISCUSSION

RESULT

Data Analysis

The following is an overview of the respondent's profile and a description of the research variables for each indicator statement in the questionnaire.

Table 1. Respondent Profile

Profile	Frequency	Percentage
Age		
< 25 Years	5	6,10
25 - 35 Years	28	34.15
35 - 45 Years	32	39.02
> 45 Years	17	20.73
Last education		
Elementary School	24	29.27
Junior High School	41	50.00
Senior High School	17	20.73
Diploma	0	0.00
Bachelor	0	0.00
Long Time Trying		
< 2 Years	7	8.54
3 - 5 Years	21	25.61
6 - 10 Years	23	28.05
11 - 15 Years	19	23.17
> 16 Years	12	14.63

Source : Processed Data, 2023

Based on Table 1, of the total 82 female MSME actors on the coast of Surabaya, some big MSME actors are aged 35 - 45 Years, as many as 32 people (39.02 %). Temporary: MSME actors are aged < 25 Years, i.e., as many as 5 people (6.10 %) are group age with the least amount. If seen from facet education, it is known that some big

MSME actors have a final education maximum in high school, i.e., as many as 17 people (20.73 %).

The longest duration of business for female MSME actors on the coast of Surabaya is 6 - 10 years, namely 28 people (28.05 %). Meanwhile, the length of business of female MSME actors on the coast of Surabaya is < 2 years, which is a group of business owners of female MSMEs whose number is at least 7 people (8.54 %).

Below is a description of the average value (mean) and standard deviation of answers for each statement indicator that measures the variables Education (X1), Training (X2), Health (X3), Motivation (X4), Involvement (X5) and HR Development (Y).

Table 2. Description Education Variable

	Indicator	Average	Std. Deviation
X1.1	Completed education _	4,549	0.048
X1.2	Previous training follow	4,659	1,230
X1.3	Learning Resources	4,598	0.682
X1.4	A application that has used	4,598	2,982
Overall average		4,601	

Source : Processed Data (2023)

Table 2 shows that The highest perception of female MSME actors on the coast of Surabaya regarding education lies in the training indicators they have attended, with the highest average of 4,659. Meanwhile, the lowest perception regarding training lies in the educational indicator completed, with the lowest average being 4,549. The standard deviation shows the variation in answers for each indicator. It is known that the lowest standard deviation is 0.048, which shows that female MSME actors on the coast of Surabaya have the most homogeneous assessment of the completed education indicators.

Table 3. Description Variable Training

	Indicator	Average	Std. Deviation
X2.1	Number of training hours	4,634	4,627
X2.2	Amount application training	4,524	0.137
X2.3	Amount certificate obtained	4,585	2,136
Overall average		4,581	

Source : Processed Data (2023)

From Table 3, the perception highest from female MSME actors on the coast of Surabaya regarding training is located on the indicator Number of training hours, i.e., with the highest average amounting to 4,634. Temporary That perception about training is located on the indicator amount of application training, i.e., with the lowest average as big as 4,524. It is known that the standard deviation is as big as -0.137, which shows

that MSME actors have the most homogeneous assessment of indicators about the amount of application training.

Table 4. Description Health Variables

Indicator		Average	Std. Deviation
X1.1	Condition physique	4,537	0.755
X1.2	Condition reproductive organ health	4,549	0.685
X1.3	Condition mental health	4,598	3,133
X1.4	Condition health environment	4,463	1,336
Overall average		4,537	

Source : Processed Data (2023)

Table 4 shows the highest perception of female MSME actors on the coast of Surabaya regarding health, which lies in indicators of mental health conditions, with the highest average being as big as 4,598. Temporary perceptions about health are located on the indicator condition of the health environment, with the lowest average being 4,463. It is known that the standard deviation is as big as 0.685, which shows that female MSME actors on the coast of Surabaya have the most homogeneous assessment of indicators about the condition of reproductive organ health.

Table 5 . Description Variable Motivation

Indicator		Average	Std. Deviation
X4.1	Felt needs	4,549	0,128
X4.2	The hopes you have	4,561	0,000
X4.3	The goals set	4,512	0.870
X4.4	Values held	4,439	1,212
X4.5	Felt satisfaction	4,512	0.870
Overall average		4,515	

Source : Processed Data (2023)

Table 5 shows that The highest perception of female MSME actors on the coast of Surabaya regarding motivation lies in the indicator of hope that female MSME actors have regarding their business, with the highest average of 4.561. Meanwhile, the lowest perception regarding motivation lies in the value indicators held by coastal MSME actors related to their business, with the lowest average of 4.439. The standard deviation shows the variation in answers for each indicator. It is known that the lowest standard deviation is 1.923, which shows that female MSME actors on the coast of Surabaya have the most homogeneous assessment of the indicators of expectations that coastal MSME actors have regarding their business (Mochklas et al., 2023).

Table 6. Description Variable Involvement

Indicator		Average	Std. Deviation
X5.1	Participation active	4,585	4,086
X5.2	Interaction	4,585	1,923
X5.3	Influence	4,561	3,354
Overall average		4,577	

Source : Processed Data (2023)

Table 6 shows that the highest perception of female MSME actors on the coast of Surabaya regarding involvement lies in the indicator of the level of influence of coastal MSME actors in making decisions related to their business, with the highest average of 4.561. Meanwhile, the lowest perception regarding training lies in the active participation and interaction indicators, with the lowest average being 4.585. The standard deviation shows the variation in answers for each indicator. It is known that the lowest standard deviation is 1.923, which shows that female MSMEs on the coast of Surabaya have the most homogeneous assessment on interaction indicators, namely the level of interaction and collaboration between coastal MSME actors and HRD (Human et al.) in managing the human resources of coastal MSME actors effectively and efficiently.

Table 7. Description Variable HR Development

	Indicator	Average	Std. Deviation
Y1	Guidance _	4,646	1,210
Y2	Quality the products produced	4,573	0.139
Y3	Benefits obtained	4,585	2,725
Y4	Independence and creativity	4,610	3,348
Y5	Satisfaction and well - being	4,598	1,882
Overall average		4,602	

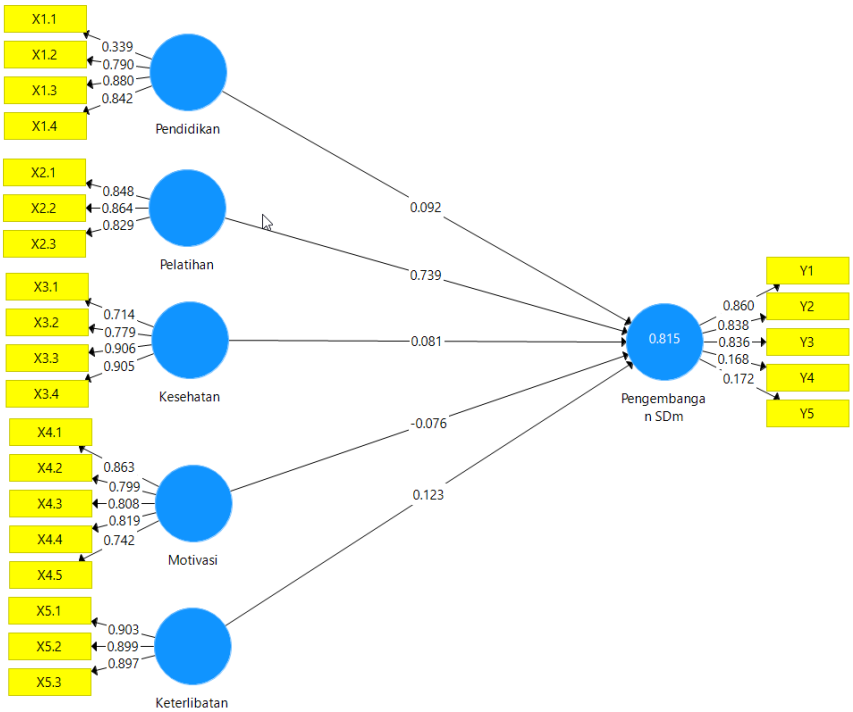
Source : Processed Data (2023)

Table 7 shows that The highest perception of female MSME actors on the coast of Surabaya regarding motivation lies in the guidance indicators followed by female MSME human resources. Coastal areas, whether organized by the government, private sector, academics, or community, had the highest average of 4.646. Meanwhile, the lowest perception regarding human resource development lies in the product quality indicators produced, with the lowest average of 4.573.

The standard deviation shows variations in answers for each indicator, where the lowest standard deviation is 0.139, which shows that female MSME actors on the coast of Surabaya have the most homogeneous assessment of the product quality indicators produced by coastal MSME actors related to their business.

Model Evaluation

Next, the data is tested using validity and reliability testing, which aims to produce valid and reliable data. SmartPLS software helps in data processing, and data is obtained by distributing research questionnaires to respondents. In testing using SmartPLS software, researchers must measure the evaluation of the measurement model (outer model). Researchers must first analyze confirmatory factors (CFA) to determine whether a construct indicator is valid or vice versa. Indicator construct in research This nature is reflexive, and the Indicator construct is valid if the outer loading is > 0.70. Path Algorithm procedure in SmartPLS software is used to measure the data obtained. The results of the Path Algorithm can be depicted as follows.



Source : Processed Data (2023)

Figure 1. Path results Algorithm

Validity test

Convergent Validity

Outer value output results loading (factor loading) and the AVE value show convergent testing validity results. The indicators used are reflexive. Exterior value loading for each indicator > 0.70 indicates that the construct indicator is valid. An AVE value > 0.50 means that the indicator is reflective and meets convergent requirements validity.

Table 8. Test results Convergent Validity

Variable	Variable Indicator	Outer Loading	AVE	Information
Education	X1.1	0.339	0.689	Invalid
	X1.2	0.790		Valid
	X1.3	0.880		Valid
	X1.4	0.842		Valid
Training	X2.1	0.848	0.810	Valid
	X2.2	0.864		Valid
	X2.3	0.829		Valid
Health	X3.1	0.714	0.652	Valid
	X3.2	0.779		Valid
	X3.3	0.906		Valid
	X3.4	0.905		Valid
Motivation	X4.1	0.863	0.717	Valid
	X4.2	0.799		Valid
	X4.3	0.808		Valid
	X4.4	0.819		Valid
	X4.5	0.742		Valid
Involvement	X5.1	0.903	0.555	Valid
	X5.2	0.899		Valid
	X5.3	0.897		Valid
HR Development	Y1	0.860	0.440	Valid
	Y2	0.838		Valid
	Y3	0.836		Valid
	Y4	0.168		Invalid
	Y5	0.172		Invalid

Source : Processed Data (2023)

Figure 1 and Table 8 show that 3 indicators are invalid because of their value outer. The resulting loading is < 0.70, i.e., indicators X1.1, Y.4, and Y.5. The next step is to delete 3 invalid indicators, namely X1.1, Y.4, and Y.5 . Other indicators are valid and produce outer values loading > 0.70 and the AVE value for all indicators must be > 0.50. The value AVE in the HR Development variable is <0.50, so it can be stated that the indicators in this test cannot represent latent variables. Latent variables can be explained by carrying out tests on indicators and have a value > 0.50.

Indicators X1.1, Y.4, and Y.5, which have a loading factor value below 0.7, should be removed from the model. So, the results from the Path Algorithm after items X1.1, Y.4, and Y.5 were removed from the model can be depicted as follows:

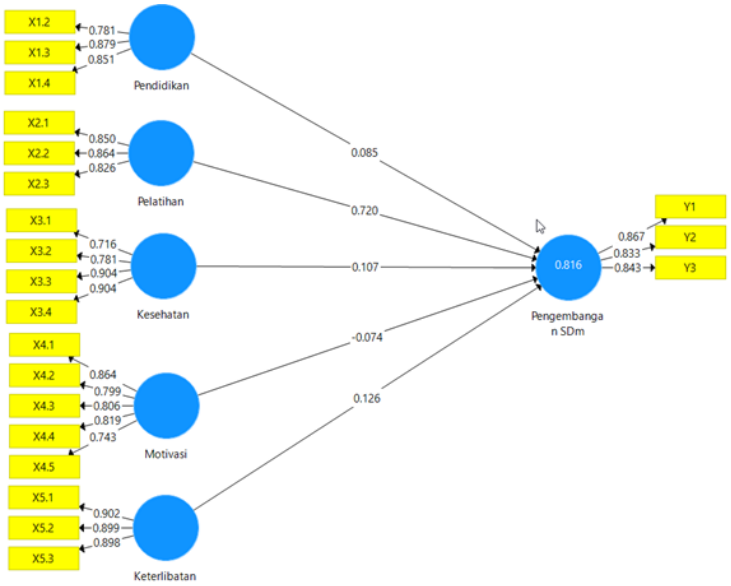


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Figure 2. Path results Algorithm after Re-Estimation

Convergent Validity

The next stage is the convergent testing Validity of this research, where there are 2 stages for evaluating, namely the loading value factor and AVE value. Convergent measurement evaluation stage Validity aims to determine the validity of the relationship between indicators and constructs to the underlying variables.

Loading Factor (Outer Loading)

During the loading testing stage, the factors in this research show a strong relationship between the indicators and the latent variables. Loading value factor > 0.70 is a result of the analysis of this evaluation, and all indicators are valid and can measure the variables they form.

Table 9. Test results *Loading Factor*

Variable	Indicator	*Outer Loading*	AVE	Information
Education	X1.2	0.781	0.689	Valid
	X1.3	0.879		Valid
	X1.4	0.851		Valid
Training	X2.1	0.850	0.810	Valid
	X2.2	0.864		Valid
	X2.3	0.826		Valid
Health	X3.1	0.716	0.652	Valid
	X3.2	0.781		Valid
	X3.3	0.904		Valid
	X3.4	0.904		Valid
Motivation	X4.1	0.864	0.717	Valid
	X4.2	0.799		Valid
	X4.3	0.806		Valid

	X4.4	0.819		Valid
	X4.5	0.743		Valid
Involvement	X5.1	0.902	0.702	Valid
	X5.2	0.899		Valid
	X5.3	0.898		Valid
HR Development	Y1	0.867	0.719	Valid
	Y2	0.833		Valid
	Y3	0.843		Valid

Source : Processed Data (2023)

In Table 9, the results of the re-estimation show that the loading value factor > 0.70 and the resulting AVE value > 0.50, which leads that all indicators are valid and measurable variables that were formed.

Cross Loading

Cross Loading test stage in the study This is used to compare the connection between the indicator from the latent variable and the indicator from other latent variables. If the relationship between indicators from more latent variables is more significant than the connection from the indicator from other latent variables, then it is proven that the indicator from more latent variables can determine the size block in a way Better than other latent variables (Haryono, 2016).

Table 10. Cross Loading Values

	Education	Training	Health	Motivation	Involvement	HR Development
X1.2	**0.781**	0.427	0.508	0.541	0.500	0.459
X1.3	**0.879**	0.589	0.652	0.678	0.524	0.542
X1.4	**0.851**	0.795	0.561	0.714	0.732	0.768
X2.1	0.637	**0.850**	0.746	0.844	0.610	0.763
X2.2	0.540	**0.864**	0.568	0.749	0.637	0.750
X2.3	0.742	**0.826**	0.617	0.754	0.726	0.759
X3.1	0.673	0.562	**0.716**	0.627	0.518	0.457
X3.2	0.581	0.589	**0.781**	0.640	0.458	0.512
X3.3	0.579	0.701	**0.904**	0.806	0.445	0.707
X3.4	0.498	0.666	**0.904**	0.774	0.503	0.671
X4.1	0.553	0.784	0.755	**0.864**	0.573	0.717
X4.2	0.584	0.817	0.609	**0.799**	0.528	0.719
X4.3	0.748	0.794	0.609	**0.806**	0.781	0.712
X4.4	0.524	0.712	0.844	**0.819**	0.538	0.705
X4.5	0.802	0.596	0.675	**0.743**	0.596	0.522
X5.1	0.695	0.697	0.511	0.683	**0.902**	0.685
X5.2	0.651	0.724	0.525	0.651	**0.899**	0.685
X5.3	0.603	0.675	0.501	0.678	**0.898**	0.658
Y1	0.526	0.776	0.480	0.656	0.599	**0.867**
Y2	0.745	0.779	0.581	0.752	0.753	**0.833**
Y3	0.590	0.717	0.777	0.737	0.550	**0.843**

Source : Processed Data (2023)

Based on table 10 shows that mark correlation indicator latent variables have more value compared to other latent variables; indicators from latent variables can determine big blocks even better than other latent variables.

Internal Consistency

Internal Consistency in Stages This is intended To measure the suitability of instrument research on each latent variable. Composite reliability and Cronbach's alpha are two evaluation stages for knowing the mark from internal Consistency (Haryono, 2016).

Composite Reliability

Stage Composite Reliability testing in research aims to get results that measure reliability from something variable. The value must be generated from Composite Reliability, which must be > 0.70. Composite Reliability Value can known in the SmartPLS software with the procedure Path Algorithm.

Table 11. Composite Reliability Test Results

Variable	Composite Reliability
Health	0.898
Involvement	0.927
Motivation	0.903
Training	0.884
Education	0.876
HR Development	0.885

Source : Processed Data (2023)

Table 11 shows that all variables are reliable if each variable's resulting Composite Reliability value is> 0.70.

Cronbach's Alpha

Cronbach's Alpha is testing Cronbach's Alpha in research. This one aims to measure reliability from all indicators used in the study. The condition-required value generated from Cronbach's Alpha is> 0.70 (Ghozali & Latan, 2015).

Table 12. Cronbach's Alpha test results

	Cronbach's Alpha
Health	0.850
Involvement	0.883
Motivation	0.866
Training	0.803
Education	0.796
HR Development	0.804

Source : Processed Data (2023)

Table 12 obtained Cronbach's Alpha test results above 0.7 p. This shows that all indicators used are natural and reliable.

Evaluation of the Structural Model (Inner Model)

Inner model testing is stages carried out furthermore . The definition of Inner Model is a model that explains influence connection between latent variables are constructed in accordance with fill study. Calculating R -Square, Path Coefficient, Predictive Relevance (Q-Square), and Goodness of Fit (GoF) is evaluation contained in the stage evaluation of inner models.

R-Square

Stage testing R-Square aims to know the significant influence of variable-free (exogenous) to variable-bound (endogenous). There is a criterion mark R-Square For the dependent (endogenous) latent variable is 0.75, 0.50, 0.25, which means the criteria mark the can are said to be strong, medium, and weak models (Hair et al., 2011).

Table 13. R-Square Value

	R Square Adjusted
HR Development	0.803

Source : Processed Data (2023)

Table 13 shows that the R-Square value is 0.803; from this data, the model has robust criteria. So, this value indicates that education, training, health, motivation, and involvement influence the HR development variable by 80.3%.

Path Coefficient Estimation

Path coefficients, t-statistics, and P-values values can be tested by testing the hypotheses determined in this research. The way to do this is by knowing the significance value between the variables. Hypothesis testing aims to determine whether a hypothesis is accepted or rejected. If the Path Coefficients value > 0, it indicates that the hypothesis has a positive effect; conversely, if the Path Coefficients value < 0, it suggests that the hypothesis has a negative impact.

The t-statistics value in hypothesis testing must produce a value > 1.96, and the P-value value in hypothesis testing must create a value < 0.05, which has a significant influence.

Table 14. Path Coefficien Test Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Health -> HR Development	0.107	0.109	-0.050	0.684	0.494
Engagement -> HR Development	0.126	0.139	0.067	0.624	0.533
Motivation -> HR Development	-0.074	-0.072	0.080	0.209	0.834
Training -> HR Development	0.720	0.719	0.322	2,109	0.035
Education -> Human Resource Development	0.085	0.069	-0.112	0.637	0.525

Source : Processed Data (2023)

From Table 14, the Path Coefficient test results obtained, which have a t-Statistics value above 1.96, are a training variable with a value of 0.035. Also, the Path Coefficients value is 0.035, which is above 0. This means that the more human resources training for female MSME actors on the coast of Surabaya is improved, the more their human resources will develop.

DISCUSSION

Based on the results of the hypothesis testing that has been carried out, only the training variable has a significant positive effect on the development of human resources for female MSMEs on the coast of Surabaya. Meanwhile, other variables, such as education, health, motivation, and involvement, do not influence the development of human resources for female MSME actors on the coast of Surabaya.

Training is one way to improve the quality of human resources for female MSMEs on the coast of Surabaya. Training can provide benefits such as:

a. Improve entrepreneurial characteristics, namely attitudes and behavior, that reflect abilities and skills in managing a business, such as motivation, creativity, innovation, market orientation, and results orientation (Haryo, 2023).
b. Increase competence, namely the knowledge, skills, and abilities MSME actors possess to run their businesses effectively and efficiently (Haryo, 2023).
c. Increase adaptation to the business environment, namely external factors influencing business sustainability, such as market conditions, competition, government regulations, and stakeholder support.
d. Increasing the use of digital technology, namely tools that can help the production, distribution, and marketing of MSME products more quickly, easily, and cheaply (Aryodamar, 2023).

In this way, training can help female MSMEs on the coast of Surabaya develop their businesses, increase their income, and contribute to the national economy. Training effectiveness is the achievement of training objectives expected by training organizers and participants. Training effectiveness is influenced by various factors, both from within and outside the training. Several factors that influence the effectiveness of training, according to (Defi, 2013), are:

a. Organizational support for change, namely organizational attitudes, and actions that provide facilities, incentives, and guidance to training participants so they can apply the results of training in the workplace.
b. Strong commitment and belief in education, training, and individual development, namely the values held by the organization and training

participants that training is a long-term investment beneficial for improving the quality of human resources.

c. Training and development must be related to business strategy and goals, namely the suitability of training materials, methods, and targets with the organization's vision, mission, and goals.
d. Formulation and implementation of business strategy, namely the organization's ability to formulate and implement business plans that can increase the organization's competitiveness and performance.
e. Participants not only receive knowledge and abilities but also demonstrate competence, namely the ability to train participants not only to master theory and practice but also to demonstrate mastery of the performance standards expected by the organization.
f. Developing objectives and expected results from training, namely a training planning process that involves organizers, participants, and other stakeholders to determine targets, indicators, and measures of training success.
g. There are specifications for training, namely the criteria used to determine training materials, methods, duration, location, facilitators, facilities, and infrastructure.
h. A comprehensive evaluation of training effectiveness and participant commitment during the training process, namely the process of measuring and assessing reactions, learning, behavior, and the impact of training on participants, the organization, and the environment.

These factors can interact and influence each other in determining training effectiveness. Therefore, training organizers and participants must pay attention to and improve these factors to achieve training objectives optimally. To measure the impact of training on an organization, several ways can be done, including:

a. The Kirkpatrick training evaluation model divides training evaluation into four levels: reaction, learning, behavior, and results. Reaction measures how satisfied the participant is with the training, learning measures how much knowledge and skills the participant gained, behavior measures how much change occurs in the participant's performance after the training, and results measure how much the training benefits the organization in terms of productivity, quality, job satisfaction, or profit (Setyawan, 2019).
b. Use training metrics, which are measurable measures used to track and assess the status and success of the training process. Some examples of training metrics are participation rate, graduation rate, retention rate, transfer rate, satisfaction rate, loyalty rate, performance improvement rate, or return on investment rate.
c. Individual assessments are carried out using written evaluations or individual performance measurements. Written evaluations are carried out right after the

training program is completed to measure participants' understanding and application of the training material. Individual performance measurements are carried out before and after the training program to measure differences in participant performance caused by training (Kinerja, 2021).

These methods can be adjusted to the goals, objectives, and training type. It is also essential to carry out continuous and systematic evaluations to improve and increase the quality of training in the future. To evaluate the effectiveness of training, in several ways can be done, including:

a. Measuring participants' reactions or responses to the training provided, for example, by providing questionnaires or interviews after completing the training.
b. Measuring the increase in participants' knowledge, skills, and abilities after attending training, for example, by providing tests or observations before and after training.
c. Measuring changes in participants' behavior or performance in the workplace after attending training, for example, by providing feedback or assessments from superiors, colleagues, or customers.
d. Measuring the impact or benefits of training for the organization by calculating the ratio between training costs and results or measuring indicators such as productivity, quality, innovation, or job satisfaction.

These methods can be adjusted to the goals, objectives, and training type. It is also essential to carry out continuous and systematic evaluations to improve and increase the quality of training in the future.

Several steps can be taken to determine the type of training that can develop human resources for female MSME actors on the coast of Surabaya (Aprilliani, 2023).

a. Carrying out a training needs analysis, namely identifying and assessing the needs, problems, and goals faced by female MSME actors on the coast of Surabaya and determining appropriate solutions to overcome them.
b. Conduct training participant analysis, namely collecting and analyzing information about the characteristics, background, motivation, expectations, and preferences of training participants, as well as adapting training materials and methods to their needs and conditions.
c. Conduct training content analysis, namely determining the topics, subtopics, concepts, and skills that will be conveyed in the training and ordering and arranging them logically and systematically.
d. Conduct training method analysis, namely selecting and designing effective and efficient ways to deliver training content to participants and considering factors such as resources, time, place, facilities, and evaluation.

Several types of training that can be participated in by female MSMEs on the coast of Surabaya (Sophia & Jatmiko, 2022) include:

a. Entrepreneurship training, namely training that aims to improve entrepreneurial characteristics, namely attitudes and behavior that reflect abilities and skills in managing a business, such as motivation, creativity, innovation, market orientation, and results orientation.
b. Financial management training, namely training that aims to increase competence in managing business finances effectively and efficiently, such as making budgets, recording transactions, calculating profit and loss, and making financial reports.
c. Digital marketing training, namely training that aims to increase the use of digital technology in business, such as social media, marketplaces, e-commerce, and online applications.

These types of training can be tailored to the needs and characteristics of female MSMEs on the coast of Surabaya. Training can be technical guidance, business consulting, mentoring, coaching, workshops, seminars, or comparative studies. Practical training can improve the performance of women MSMEs on the coast of Surabaya in terms of productivity, quality, innovation, marketing, and finance.

CONCLUSSION

Based on the results of research and test models for developing human resources for female SMEs in Surabaya, the training variable has a significant positive effect on human resource development for female MSMEs on the coast of Surabaya. Meanwhile, other variables, such as education, health, motivation, and involvement, do not influence the development of human resources for female MSME actors on the coast of Surabaya.

Training is one way to improve the quality of human resources for female MSMEs on the coast of Surabaya. Training can provide benefits, namely improving entrepreneurial characteristics, increasing competence, increasing adaptation to the business environment, and increasing the use of digital technology.

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