

ABSTRACT

Madura Gentongan Batik artisans face low performance and welfare due to limited human resource (HR) competencies and social capital that have not provided optimal economic value. This study analyzes the influence of HR competencies and social capital on performance and well-being, and tests the role of performance as a mediator. The study uses a quantitative approach through a questionnaire survey of 170 Gentongan batik artisans in Bangkalan Regency with Partial Least Squares–Structural Equation Modeling (PLS-SEM) analysis. The results show that HR competencies have a positive and significant effect on performance and well-being, both directly and through the mediation of performance. Social capital has a significant effect on performance but does not affect well-being due to the dominance of bonding social capital, which creates social pressure. Performance also has a positive and significant effect on well-being, emphasizing the importance of productivity in improving the economic and psychological conditions of artisans. The findings confirm that human resource competency is a key factor in improving performance and well-being, while social capital does not yet have a direct impact.

Keywords: *Human Resource Competence, Social Capital, Well-Being, Performance*

ABSTRAK

Pengrajin Batik Gentongan Madura menghadapi rendahnya kinerja dan kesejahteraan akibat keterbatasan kompetensi sumber daya manusia (SDM) serta modal sosial yang belum memberi nilai ekonomi optimal. Penelitian ini menganalisis pengaruh kompetensi SDM dan social capital terhadap kinerja dan well-being, serta menguji peran kinerja sebagai mediator. Penelitian menggunakan pendekatan kuantitatif melalui survei kuesioner kepada 170 pengrajin batik Gentongan di Kabupaten Bangkalan dengan analisis Partial Least Squares–Structural Equation Modeling (PLS-SEM). Hasil menunjukkan bahwa kompetensi SDM berpengaruh positif dan signifikan terhadap kinerja dan well-being, baik secara langsung maupun melalui mediasi kinerja. Social capital berpengaruh signifikan terhadap kinerja namun tidak berpengaruh terhadap well-being karena dominasi bonding social capital yang menimbulkan tekanan sosial. Kinerja juga berpengaruh positif dan signifikan terhadap well-being, menegaskan pentingnya produktivitas dalam meningkatkan kondisi ekonomi dan psikologis pengrajin. Temuan menegaskan bahwa kompetensi SDM merupakan faktor kunci dalam meningkatkan kinerja dan kesejahteraan, social capital belum berdampak langsung.

Kata Kunci: Kompetensi Sumber Daya Manusia, Modal Sosial (*Social Capital*), Kesejahteraan (*Well-Being*), Kinerja