

Analysis of Factors Affecting Minimarket Employee Performance (Case Study of Indomaret in Pemalang Regency)

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ABSTRACT

Employee performance is influenced by several factors, various studies on employee performance mention several descriptions of influencing factors, including work performance, career development, motivation, commitment and so on. Research on the factors that influence employee performance is very important. An in-depth analysis of these factors can provide insights for organizational leaders to design more effective policies and strategies. This research is included in the type of causal research, because in addition to measuring the extent of the relationship between two or more variables, this research also reveals the direction of the relationship between the independent variables and the dependent variable. Data analysis is quantitative or statistical in nature with the aim of testing the hypotheses that have been set. Based on the analysis, it can be concluded that the model fit test shows a significance value of 0.000 which is smaller than 0.05, it can be suggested that the regression model is an appropriate method for measuring the effect of career development, work achievement, motivation and organizational commitment on employee performance. The results of hypothesis testing that has been done show that the effect of career development on employee performance. The results of this test show that a positive and meaningful value is obtained from career development on employee performance. The impact of work performance on employee performance, the results of the analysis that has been carried out indicate that there is a positive and significant influence between work performance and employee performance. then it can be suggested that the regression model is the right method to measure the effect of career development, work achievement, motivation and organizational commitment on employee performance.

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1. INTRODUCTION

Human resources have a very vital role in the organization, because the functioning of other resources in the organization, such as capital, markets, machinery and raw materials is largely determined by the ability of employees. Therefore employees must be managed to get optimal performance.

In the era of globalization and increasingly complex business competition, employee performance has become a critical factor in determining the success and competitive advantage of an organization. Organizations that are able to optimize employee performance tend to have higher competitiveness in achieving their strategic goals.

Management of human resources requires hard work from corporate organizations, employee performance must be pursued by organizations to bring about business competitiveness. Employee performance is influenced by several factors, various studies on employee performance mention several descriptions of influencing factors, including work performance, career development, motivation, commitment and so on.

Research on the factors that influence employee performance is very important. An in-depth analysis of these factors can provide insights for organizational leaders to design more effective policies and strategies. One of them was carried out by Indomaret, one of which was by Indomaret, one of the minimarket outlets in Indonesia, it was recorded that in November 2022 there were 21,026 outlets, providing more than 5,000 types of products. This development also occurred in Central Java, one of which was in Pemalang with has 7 outlets with a total of 35 employees.

The phenomenon of the gap in this study is that there is a decrease in performance caused by low achievement, motivation and commitment and the absence of employee opportunities for career development.

Table 1.The Research Gap Phenomenon

No	Research gaps	Previous research results	Researcher
1	Differences in the results of research on career development on employee performance	Career development has a positive and significant impact on employee performance	Denok Sunarsi (2020)
		Career development has a positive but not significant impact on employee performance.	Yarham (2017)
2	Differences in the results of research on the effect of work performance on employee performance	Job performance has a positive and significant effect on employee performance	Hasibuan & Arnesih (2020)
		Job performance has a positive and insignificant effect on employee performance.	Yarham, et al (2017)
3	Differences in research results about the effect of motivation on employee performance	Motivation has a positive and significant impact on employee performance.	Susanti (2018)
		Motivation has a positive and insignificant impact on employee performance.	Handayani (2017)
4	Differences in research results about the effect of organizational commitment on employee performance	organizational commitment is influenced positively and significantly to employee performance	Rahmawati & Juwita (2019)
		organizational commitment is influenced positively and not significantly to employee performance	Diana & Anggraeni (2020)

Based on this background, this study aims to analyze the factors that influence the performance of Indomaret Pemalang employees, the factors analyzed are limited to the variables of job performance, career development, motivation and commitment.

2. RESEARCH METHOD

This research is included in the type of causal research, because apart from measuring the extent of the relationship between two or more variables, this research also reveals the direction of the relationship between the independent variables and the dependent variable (Andi Ibrahim, et al 2018), data analysis is quantitative or statistical with the aim of testing hypothesis that has been set (Sekaran, 2006). As a measuring tool to see the effect of career development, work performance, motivation and work commitment on performance by using SPSS V.26. The population in this study were employees at 7 Indomaret minimarkets in Pemalang Regency, totaling 35 employees. The sample in this study was the entire population.

3. RESULTS AND DISCUSSIONS

Based on the analysis of research data through the method of distributing questionnaires to Indomaret employees in the Pemalang area of 7 stores with 35 employees, the following results can be obtained:

Table 2. Analysis of research data results through the method of distributing questionnaires r

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-3.763	3.801		-.990	.330
	Pengembangan Karir	.303	.079	.453	3.819	.001
	Prestasi Kerja	.180	.084	.247	2.148	.040
	Motivasi	.149	.064	.267	2.326	.027
	Komitmen Organisasional	.354	.107	.395	3.311	.002

a. Dependent Variable: Kinerja Karyawan

Effect of career development (X1) on employee performance (Y)

From the results of SPSS V.26, a significance value of 0.001 was obtained. From these results, it can be concluded that there is a positive and significant influence on variable X1, namely career development, with variable Y, namely performance. These results can be concluded because the significance value (0.001) $< \alpha(0.05)$. Therefore the first hypothesis (H1) which states that career development has a positive and significant impact on employee performance has been verified.

Improving employee performance is influenced by career development, because career development is a process to improve an employee's work ability, which encourages an increase in their performance in an effort to achieve the desired career goals. Companies that support career development expect employees to provide feedback in the form of optimal performance. Marwansyah (2014) describes career development as a series of self-development efforts carried out by individuals to realize it. Their personal career plans.

The research findings are in accordance with the results of a study by Balbed & Sintaasih (2019) which indicates that career development has a positive and significant impact on employee performance. However, differences in results can be found in research conducted by Rialmi and Patoni (2020), which shows that although career development has a positive and significant impact on employee performance.

Effect of work performance (X2) on employee performance (Y)

Based on the analysis table above, a significance value of 0.040 can be obtained, so it can be concluded that there is a positive and significant effect of work performance on employee performance because the significance value (0.040) $< \alpha(0.05)$. Therefore the second hypothesis (H2) which states that work performance has a positive and significant effect on employee performance has been verified.

Employee performance has an impact on work results, the more employees who achieve good performance, the overall organizational productivity will increase and the company can succeed in its business competition. Work performance refers to the achievement of a person's work in completing the tasks assigned to him (Sunyoto, 2015). The inability to achieve high work performance can result in unsatisfactory task execution. Low performance on the tasks performed by employees indicates their low work performance, which can hinder the achievement of company goals.

The findings of this study are in line with the results of the study by Hasibuan & Arnesih (2020), which indicate that work performance has a positive and significant impact on employee performance. However, the results of this study are different from the research of Yarham et al (2016) which shows that even though work performance has a positive impact, the impact is not significant on employee performance.

Effect of motivation (X3) on employee performance (Y)

The SPSS analysis results show a significance value of 0.027, meaning that there is a positive and significant effect of motivation on employee performance, because the significance value is (0.027)

$<\alpha(0.05)$, meaning that the third hypothesis (H3) which states that motivation has a positive and significant effect on employee performance is proven true.

Employee performance is influenced by motivation, because motivation is a factor that encourages, directs, and supports individual behavior to work with enthusiasm and enthusiasm in order to achieve optimal performance results. Therefore companies need to provide motivation to employees as a stimulus so that they work with full dedication and produce the best performance.

The findings from this study are in accordance with the results of research conducted by Susanti (2018), which indicates that motivation has a positive and significant impact on employee performance. However, it is different from what was found in research conducted by Saripudin and Handayani (2017), which shows that although motivation has a positive impact, the impact does not reach a level of significance on employee performance.

Effect of organizational commitment (X4) on employee performance (Y)

The results of the SPSS analysis obtained a significance value of 0.002, meaning that there is a positive and significant influence of organizational commitment on employee performance because of the significance value (0.002) $<\alpha(0.05)$. Thus the third hypothesis (H3) which states that organizational commitment has a positive and significant effect on employee performance is proven true. Employee performance is influenced by organizational commitment, because organizational commitment is an attitude of one's willingness to fully support the company in achieving its goals. The higher level of employee involvement in work will encourage them to make superior contributions. Employees will voluntarily contribute energy and ideas for the progress of the organization, besides that they will remain loyal to work without having the intention to move to another place and are willing to sacrifice personal interests for the benefit of the company. Employees will feel emotionally connected to their work, and will show loyalty at work. A high level of commitment will have a positive impact on employee performance, as seen from their ability to work according to standards,

4. CONCLUSION

Based on the analysis, it can be concluded: The model suitability test shows a significance value of 0.000 which is smaller than 0.05, so it can be suggested that the regression model is an appropriate method for measuring the effect of career development, work achievement, motivation and organizational commitment on employee performance. The results of testing the hypothesis that has been done can be summarized as follows: The influence of career development on employee performance. The results of this test show that a positive and meaningful value is obtained from career development on employee performance. The impact of work performance on employee performance, the results of the analysis that has been carried out indicate that there is a positive and significant influence between work performance and employee performance.

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