

Review Article

The Influence of Motivation on Alfamart Employee Performance

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Abstract. *The company's success is influenced by employee performance, one of the main factors of which is work motivation. Motivation can come from intrinsic factors, such as job satisfaction and self development, as well as extrinsic factors, such as salary, incentives, and work environment. This study aims to analyze the effect of motivation on employee performance at Alfamart Perumnas Kamal with qualitative methods through in-depth interviews. The results showed that high motivation improves performance, while lack of appreciation, excessive workload, and poor communication lower morale. The main factors that drive motivation are career opportunities, job stability, and the reward system. Alfamart is advised to increase training, improve incentives, and strengthen internal communication to create a more conducive work environment, thereby increasing employee productivity and loyalty.*

Keywords: *Work motivation, employee performance*

1. INTRODUCTION

The success of a company can be achieved by improving employee performance (Suryadi Prawirosentono, 1999:20). The success of the company depends on the behavior of employees to achieve goals effectively and efficiently. An organization must treat employees humanely, namely by providing jobs that can improve their dignity, provide the necessary facilities, fulfill expectations, provide motivation, provide opportunities to grow and develop and provide health and safety guarantees. These conditions are absolutely necessary if employees feel that their needs and expectations are met, of course they will be more loyal in devoting themselves fully to the goals and objectives of the company or organization by themselves, this will increase work enthusiasm so that they are motivated to work well.

In the world of work, employee performance is one of the main factors that determine the success of an organization. Employees who work optimally can increase company productivity and help achieve organizational goals. However, employee performance is not only influenced by skills and experience, but also by the level of motivation they have.

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Employee performance is the work results that can be achieved by a group of people in an organization with their respective authorities and responsibilities, in order to achieve the goals of the organization concerned legally, without violating the law, and in accordance with morals and ethics. Performance in the sense of work achievement is something that is done or a product or service produced or given by a person or group of people (Agus Dharma, 1991:1). Performance in the sense of work achievement is a process of measuring and assessing the level of success of a person in activities and results that can be achieved or demonstrated by a person in carrying out work tasks (Heidjrachman and Suad Husnan 1990:188). It can also be said that employee performance is the manifestation or appearance of employees in carrying out work. Employees can be said to have good work performance when they can carry out their work well, meaning achieving previously set targets or work standards or exceeding predetermined standards.

Work motivation is the drive that makes someone try to achieve certain goals in their work. Motivation can come from intrinsic factors, such as personal satisfaction, recognition, and self-development, as well as extrinsic factors, such as salary, incentives, and a conducive work environment. Employees who have high motivation tend to work harder, are more disciplined, and are more committed to their tasks. Conversely, a lack of motivation can result in low productivity, increased absenteeism, and decreased loyalty to the company.

In the competitive retail business world, employee performance is one of the main factors that determine the success of a company. Alfamart, as one of the largest minimarket chains in Indonesia, relies heavily on the productivity and dedication of its employees in providing the best service to customers. Therefore, work motivation is an important aspect that can influence employee performance in carrying out their duties and responsibilities.

Work motivation can come from various factors, both intrinsic such as job satisfaction and self development, and extrinsic such as salary, bonuses, and a comfortable work environment. Employees who have a high level of motivation tend to be more productive, disciplined, and have a greater commitment to the company. Conversely, a lack of motivation can have a negative impact on performance, such as low productivity, high absenteeism, and lack of loyalty to the company.

This study aims to analyze how motivation affects employee performance at Alfamart. By understanding the relationship between these two variables,

companies can design more effective strategies to increase work motivation, thus having a positive impact on individual and overall company performance.

2. THEORETICAL STUDY

Motivation

According to Susilo et al., (2023) work motivation is a situation that can arouse, direct, and maintain behavior related to the work environment. Meanwhile, according to Kurniawan, (2022) work motivation is a set or collection of behaviors that provide a basis for someone to act in a way that is directed towards certain specific goals.

Furthermore, according to Chandra & Syardiansah, (2021), work motivation is a hidden force that exists in people and can be developed by external pressure, monetary and non-monetary rewards and can affect performance.

Based on the several definitions above, it can be concluded that work motivation is a drive from within an individual that psychologically gives rise to an action, persistent behavior continuously as an effort to achieve the desired goals in their work.

Employee Performance

Employee performance is the manifestation or appearance of employees in carrying out work. The role of employees in achieving company goals is called performance. Factors that influence employee performance (Prabu Mangkunegara, 2001: 67-68) are:

- a. Ability factors, in general this ability is divided into two, namely potential ability (IQ) and reality ability (knowledge and skills).
- b. Motivational factors, motivation is formed from employee attitudes in facing work situations.

Employee performance is the work results that can be achieved by a person or group of people in an organization, in accordance with their respective authorities and responsibilities, in order to achieve the goals of the organization concerned legally, without violating morals and ethics.

Factors that influence employee performance are: (Suryadi Prawirosentono, 1992: 20)

1. Effectiveness and Efficiency The effectiveness of a group is when the goals can be achieved according to the planned needs, while efficiency is related to the amount of sacrifice made in achieving the goals.

2. Responsibility

Responsibility is an inseparable part or consequence of having that authority.

3. Discipline

Discipline in general is obeying the laws and regulations in force. While employee discipline is the obedience of the employee concerned in respecting the work agreement with the company where he works.

4. Initiative

A person's initiative is related to the power of thought, creativity in the form of ideas to reflect something related to the organization's goals

3. RESEARCH METHODOLOGY

The research method used in this study is a qualitative approach with in-depth interview techniques. This study aims to understand how work motivation affects employee performance at Alfamart. Interviews were conducted with several employees from various positions, including cashiers, warehouse staff, and supervisors, to gain a broader perspective. By using this approach, researchers can explore experiences, perceptions, and factors that influence work motivation in depth.

The research subjects were selected using purposive sampling technique, namely selecting employees who have worked at least one year at Alfamart. This aims to ensure that respondents have sufficient experience in working and understand the dynamics of work motivation in their place. work. The researchers prepared a list of open-ended questions covering aspects such as incentives, work environment, rewards, and job satisfaction to dig deeper into the influence of motivation on their performance.

Data collection was conducted through semi-structured interviews, where researchers gave respondents the freedom to explain their answers in more detail. Interviews were conducted face-to-face or via online platforms if necessary, with a duration of approximately 30–45 minutes per respondent.

After the data was collected, the analysis was conducted using the thematic analysis method, where researchers identified patterns in respondents' answers related to work motivation and its impact on performance. The interview results were categorized based on emerging themes, such as motivational drivers, work barriers, and company strategies in increasing employee morale. From these results, it will be known which aspects have the most influence on employee motivation at Alfamart.

As a final step, the validity of the data is guaranteed through source triangulation, namely comparing answers from various respondents and seeing their suitability with existing work motivation theories. The results of this study are expected to provide insight for Alfamart management in formulating more effective policies in increasing employee motivation and productivity. With a better understanding of the factors that influence work motivation, the company can create a more conducive work environment for employees.

4. RESULTS AND DISCUSSION

Human Resources (HR) is one of the very important factors and plays a role as the organizer of the activities or activities of employees at Alfamart Perumnas in Kamal. Human Resources (HR) that have great potential have sources of implementers who make a great contribution to the company. However, the company as a place to work or do activities must be able to provide great motivation to its employees. The following is data and information that we obtained from one of the employees of Alfamart Perumnas in Kamal.

The following is an answer based on general understanding regarding work motivation at Alfamart:

1. How long have you worked at Alfamart?

1 year, some employees have only joined for a few months, while others have been working for quite a long time, 2-10 years.

2. What motivates you to work at Alfamart?

Due to the wide open job opportunities, I want to gain experience in customer service, job stability and a clear career path.

3. What is the role of your boss in motivating you?

A boss who provides clear direction and support. Management that is responsive and helps to boost morale.

4. Is there a reward or incentive system at Alfamart that motivates you?

Yes, such as:

- Work bonuses or sales incentives
- Annual bonus
- Company anniversary celebration bonus
- Bonus based on position

5. In your opinion, what factors motivate you to work?

- Salary and benefits
- Comfortable working environment

- Career opportunities
- Experience and self-development

6. When you feel motivated, do you become more productive? Can you give an example?

Yes, when employees are motivated, there is often an increase in productivity. For example, after receiving recognition or a bonus, they will be more active in achieving sales targets or finding creative ways to improve work efficiency.

7. Are there any specific factors that make your work spirit decrease?

Yes, there are

- Lack of appreciation
- Excessive workload
- Ineffective communication between management and employees. This condition can cause employee work enthusiasm to decrease.

8. What do you think about the working environment at Alfamart?

Does it support work motivation? I think the working environment at Alfamart is supportive. Good teamwork, positive relationships between coworkers, and an open company culture are the foundation for creating a conducive working atmosphere.

9. Do coworkers and teams influence your motivation?

Of course, Harmonious relationships with co-workers and solid teamwork are very influential. Support from peers can boost morale and make work feel more enjoyable.

10. In your opinion, what can Alfamart do to make employees more motivated?

Alfamart can further enhance training and development programs, improve reward and incentive systems, and encourage open and two-way communication between management and employees. With this approach, employees will feel more appreciated and motivated to achieve targets.

Based on the discussion, it can be concluded that employee work motivation at Alfamart is influenced by several main factors. Variations in length of service reflect the diversity of experiences that bring new enthusiasm as well as in-depth knowledge of the company's operations. Employee motivation arises from career development opportunities, job stability, and the opportunity to gain experience in customer service. The role of superiors who provide clear direction and consistent support is crucial in maintaining work enthusiasm, while reward systems such as performance bonuses, annual bonuses, company anniversary bonuses, and position-based bonuses help strengthen motivation. A supportive work environment and

harmonious relationships between coworkers help create a collaborative atmosphere that increases productivity. However, lack of appreciation, excessive workload, and ineffective communication can reduce work enthusiasm. Therefore, to improve employee motivation and performance, Alfamart is advised to continue to develop training programs, improve reward systems, and encourage open two-way communication so that it can create an optimal work environment and support the growth of each individual

5. CONCLUSION

Based on the results of the study, it can be concluded that work motivation has a significant influence on employee performance at Alfamart Perumnas Kamal. Work motivation, both intrinsic and extrinsic, plays a role in increasing employee enthusiasm, productivity, and loyalty to the company. Intrinsic factors such as job satisfaction and self-development, as well as extrinsic factors such as salary, incentives, and a conducive work environment, are the main drivers for employees to work better. In addition, the reward system, the role of superiors in providing support, as well as harmonious working relationships also contribute to building high motivation among employees.

However, this study also revealed that there are several factors that can reduce employee work motivation, such as lack of appreciation, excessive workload, and ineffective communication between management and employees. These factors can lead to decreased work enthusiasm, which ultimately impacts employee productivity and job satisfaction. Therefore, it is important for companies to overcome these obstacles by creating policies that better support employee well-being, including improvements in internal communication and improvements to the reward system.

As a strategic step, Alfamart can improve employee training and development programs so that they have the opportunity to improve their skills and career levels. In addition, improving the incentive and reward system can be an effective way to increase work motivation. More open and two-way communication also needs to be implemented so that management can better understand employee needs and aspirations. By creating a more supportive work environment, it is hoped that employees can work more optimally, so that company goals can be achieved more effectively and efficiently

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