

## **The Motivation of the KOPTI in South Cikampek Village in Improving the Performance of Its Employees**

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### **Abstract**

The purpose of this study is to find out what motivation is used in improving employee performance and also to find out the factors that influence improving employee performance at work. This research uses a descriptive qualitative method: interviews and direct observations of tofu and tempeh producer cooperatives in South Cikampek village. The study results were obtained from interviews with several business owners of tofu and tempeh producers and their employees. Work motivation provided by business owners is very influential in improving employee performance. It can create a good relationship between business owners and employees and build concern for employees in several factors, such as work quality, responsibility, and initiative. With the increase in employee performance, all things related to human resources can be appropriately maximized to achieve job satisfaction through good work quality, quantity, and good relationships to create a good work environment.

**Keywords:** employee performance; work motivation; job satisfaction.

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### **A. INTRODUCTION**

The work results achieved by a person in completing their responsibilities are the definition of Performance. Performance is also called a person's success level in completing overall tasks in a certain period. Completing tasks and responsibilities by a group of people in an organization can also be called Performance. Productivity is directly related to human resources, so this is very important to be considered by company leaders. If productivity increases, the company's goal is to increase profits. This increase in productivity is closely related to the Performance of employees who are human resources in the company, so human resources are significant assets.

One of the crucial factors determining a company's or organization's progress or failure lies in the quality of its human resources. Every company and organization always tries its best to create and shape the human resources they have in order to achieve goals. Every company wants a good and qualified employee working to generate significant profits and profits. Superior and quality human resources will affect the company's output. Human resources are the most critical factor in the overall flow of company activities. According to (Mangkunegara, 2017: 09), "Employee performance (work performance) is the result of work in quality and quantity achieved by a workforce in carrying out duties under the responsibilities imposed on them."

According to (Wijaya, 2016), employee performance is influenced by several factors, including salary, work environment, organizational culture, leadership, and work motivation (Rahayu & Ruhamak, 2018). Internal and external factors also significantly affect employee performance. Internal factors include leadership style, ability based on knowledge and skills, job satisfaction, and job motivation. At the same time, external factors include the work environment and work situation. The quality of service and employee work discipline positively and significantly affect patient satisfaction (Yunanto, 2016).

KOPTI, or Indonesian Tempe Entrepreneur Cooperative, is a cooperative that thrives in Indonesia because KOPTI is in every district in Indonesia, which is a forum for tempeh and tofu artisans. KOPTI business unit provides raw materials for tempeh artisans and knows more precisely how to help tempeh entrepreneurs run their businesses. The purpose of this study is to find out what motivation is used in improving employee performance and also to find out the factors that influence improving employee performance at work.

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### *Performance*

Performance is a result or something that someone has achieved. In this case, the definition of employee performance is something that has been achieved by employees based on their role or position in the world of work or organization (Kiruja and Mukuru, 2013). (Build, 2012) Performance is the result of work a person achieves based on job requirements. A job has specific requirements to be carried out in achieving goals which are also called job standards (job standards)". According to (Sinambela, 2011) that "employee performance is defined by the ability of employees to perform a certain skill."

According to (Nawawi, 2006), Performance is high if a work target can be completed at the right time or does not exceed the time limit provided". Performance becomes low if completed beyond the time limit provided or completely unresolved. According to Rivai (Basri, 2005), "Performance is the result of work that can be achieved by a person or group of people in an organization, under the authority and responsibility of each in order to achieve organizational goals legally, not violating the law and under morals and ethics." According to (Simamora, 2004), quoted and translated by (Dina Nurhayati, 2008), "Employee performance is the rate at which employees achieve job requirements."

### *Dimensions that affect employee performance*

The Performance achieved by employees is essential in ensuring the organization's survival. In achieving high Performance, several influencing factors trigger whether employee performance is high or low. (Mangkunegara, 2010: 67) States that the factors that affect employee performance are: 1) Ability Factors: Psychologically, employee abilities consist of potential abilities (IQ) and reality abilities (Knowledge + skills). That is, employees with an above-average IQ (110-120), adequate education for their position, and skills in doing daily work will more easily achieve the expected achievements. Therefore, employees need to be placed in jobs following their expertise; 2) Motivation Factors: Motivation is formed from an employee's attitude in dealing with work situations.

Motivation is a condition of moving employees directed to achieve organizational goals (work goals). William Stern (Mangkunegara, 2010: 16) states that the determinants of individual Performance are individual factors and organizational work environment factors; 3) Individual Factors: Psychologically, an average individual who has high integrity between his psychic (spiritual) and physical (physical) functions. The individual has good self-concentration with high integrity between psychic and physical functions. This good concentration is the principal capital of individual humans to manage and utilize their potential optimally in carrying out activities or daily work activities to achieve organizational goals; 5) Environmental Organizational Factors: Organizational work environment factors support individuals in achieving Performance. The organizational environment factors include clear job descriptions, adequate authority, challenging work targets, effective work communication patterns, harmonious work relationships, respectful and dynamic work climate, career opportunities, and relatively adequate work facilities.

## **B. RESEARCH METHOD**

This study used descriptive qualitative methods, namely interviews and direct field observation. Descriptive qualitative is a term used in qualitative research for a descriptive study. This type of research is commonly used in social phenomenology (Polit & Beck, 2009, 2014). One such social research is related to guidance and counselling research. Descriptive qualitative (QD) is focused on answering research questions related to the question of who, what, where, and how an event or experience occurs until finally studied in depth to find patterns that appear in these events (Kim, H., Sefcik, J. S., & Bradway, C., 2016). In summary, it can be explained that the qualitative descriptive (QD) research method moves on a simple qualitative approach with an inductive flow. The samples taken by researchers are tofu and tempeh producers in South Cikampek village.

## **C. RESULTS AND DISCUSSION**

Based on data analysis, several interesting findings were found regarding employee motivation at Kopti: First, Intrinsic motivation: One of the essential findings is the presence of intrinsic solid motivation

among Kopti employees. They feel satisfaction in carrying out their duties and take pride in their contribution to producing high-quality tempeh tofu. The sense of accomplishment and personal satisfaction with the work done gives additional impetus to improve their Performance. Second, Extrinsic motivation: In addition to intrinsic motivation, extrinsic motivation also has an essential role in improving the Performance of Kopti employees. Competitive salaries, performance-based incentives, and opportunities to participate in business decision-making provide significant external impetus for employees to achieve organizational goals and increase productivity.

Third, Supportive work environment: Another critical finding is that the work environment at Kopti has a significant role in improving employee motivation and Performance. Open communication between management and employees, mutual support, continuous employee training and development, and fair internal promotion creates a positive atmosphere and motivate employees to work well. Fourth, Employee Empowerment: This research found that Kopti employees feel motivated when they are empowered to make decisions related to their work. In the context of cooperatives, employees feel a greater responsibility and role in managing daily operations and providing meaningful input and advice. This increases intrinsic motivation and employee engagement in achieving organizational goals.

Fourth, recognition and reward: Another critical finding is that recognition and rewards given to employees positively impact their motivation and Performance. Kopti employees feel valued when their achievements and contributions are openly recognized. This can be done through rewards in the form of monthly employee awards, special achievement awards, or other reward systems. This recognition and reward encourage employees to continue to work well and improve their Performance. Effective Communication: Effective communication between management and employees is also essential in improving motivation and Performance at Kopti. Research findings show that employees feel more motivated when they clearly and openly understand organizational goals, get constructive feedback, and communicate openly with management. Effective communication builds strong relationships between management and employees, increases trust, and ensures employees feel heard and valued.

Sixth: Training and Development: This research found that employee training and development is essential in improving motivation and Performance at Kopti. By allowing employees to develop their skills and knowledge, they feel valued and have the opportunity to grow professionally. Training can include introducing new technology, improving managerial skills, or more profound product training. This not only improves individual Performance but also helps improve the overall quality and operational efficiency of Kopti.

Seventh: Collaborative Work Culture: Research findings show that a collaborative and mutually supportive work culture also plays a vital role in increasing employee motivation and Performance at Kopti. When employees feel supported by colleagues and management, they tend to be more motivated to work together to achieve common goals. Collaborative work culture also encourages new ideas and innovation, enhancing Kopti's Performance and competitive advantage.

#### **D. CONCLUSION**

Several important conclusions can be drawn based on research on the motivation of the tempeh tofu producer cooperative (Kopti) in South Cikampek Village to improve its employees' Performance. The research revealed that employee motivation plays a crucial role in improving their Performance within the cooperative. Some significant findings are intrinsic solid and extrinsic motivation, a supportive work environment, employee empowerment, recognition and reward, effective communication, training and development, and collaborative work culture.

Intrinsic motivation, which includes a sense of personal satisfaction, accomplishment, and pride in work, provides an additional boost for employees to perform high. Extrinsic motivations, such as competitive salaries, performance-based incentives, and participation in decision-making, are essential in encouraging employees to achieve organizational goals. A supportive work environment, which includes open communication, mutual support, ongoing training, and fair internal promotion, creates a positive atmosphere that motivates employees to give their best.

Employee empowerment, where employees are given greater responsibility and role in operational management and opportunities to provide input and advice, increases their intrinsic motivation and

involvement in achieving organizational goals. The recognition and rewards given to employees positively impact their motivation and Performance. Effective communication between management, employees, and colleagues strengthens relationships and increases trust, thereby increasing motivation and Performance. Training and development of employees play an essential role in improving their skills and knowledge, which in turn improves Kopti's individual Performance and operational quality. A collaborative work culture creates an environment where employees support and collaborate, facilitating the exchange of ideas and innovations that enhance Kopti's Performance and competitive advantage.

In conclusion, to improve employee performance, Kopti management needs to pay attention to and strengthen intrinsic and extrinsic motivation, create a supportive work environment, empower employees, provide appropriate recognition and rewards, maintain effective communication, provide relevant training and development, and promote a collaborative work culture. Thus, Kopti can optimize employee potential, increase productivity, and better achieve organizational goals. This research provides a deeper understanding of the motivational factors that influence employee performance in cooperatives and can be the basis for developing more effective management strategies in the future.

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