

PERFORMANCE ANALYSIS OF EMPLOYEES AT SHOP AISYAH MART GORONTALO CITY

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ABSTRACT

The research objectives include to find out and analyze the performance of employees at the Aisyah Mart Store, Gorontalo City. To find out the factors that determine employee performance at the Aisyah Mart Store, Gorontalo City. While the research approach is the method used by researchers to master and develop science with the highest validity and accuracy as a reference in research. The purpose of this research approach is to obtain in-depth data, a data that contains meaning.

The results of the study conclude the analysis of employee analysis at the Aisyah mart store, Gorontalo city, namely 1. Based on the results of the research and interviews conducted, the researchers concluded that the performance of employees at the Aisyah mart store in Gorontalo City was maximized. However, there is still a lack of direction from managers on policies or procedures so that it has an impact on elements of work culture, and they seem to be negligent of their responsibilities. 2. The determining factors that need to be done to improve employee performance at the Aisyah mart Store Gorontalo City are: Rewards, Motivation, Work Environment, Leadership. 3. What is still lacking and needs attention is the provision of rewards and punishments to employees who are able to achieve certain targets. so that it can then be a source of motivation for employees to be able to work optimally.

Keywords : Performance, and Employees,

INTRODUCTION

Urban communities are now spoiled by the families, groups, or end users. Most of the presence of various shopping centers. Even the products sold are the fulfillment of household location is sometimes in one area. This needs, including nine basic commodities. condition is very beneficial because people just Retail is an important link in the distribution have to choose which outlets to enter.[19] process of goods and is the last link in a Retail is an important link in the distribution distribution process that connects producers process of goods and is the last link in a with consumers. Retail or also often referred to distribution process. Through retail, a product as retail business is one of the economic can meet directly with its users. The retail indicators. [16] industry is here defined as an industry that sells In a broader view to respond to this, companies products and services that have been added must also strive to learn and understand the value to meet the needs of individuals, needs of their customers.

Human Resources (HR) is the most important asset in a company, without human resources the company will not be able to generate profits or add value to itself. Where human resources play an important role as the spearhead of the company. Therefore, companies must prioritize finding, hiring, motivating, training, and developing the employees the company wants, as well as retaining quality employees. The attitudes and behavior of employees determine the quality and survival of the company. This is because the responsibility to provide a competitive and sustainable advantage for the company lies mostly in the hands of these employees. [10]

Employees are the spearhead of the company who play an important role in the context of the service function running properly. Thus, it takes employees who are committed, disciplined and master their duties and responsibilities well. To achieve this, a good organizational culture is needed. A good organizational culture is the creation of a productive work environment, open and honest communication, appreciation and motivation for both the company and employees, and promoting cooperation between employees. This is intended to maintain the company's reputation, so that it can compete with other companies.

Basically, the notion of employees is equated with the notion of labor, labor / workers or also termed as human resources (HR). In a broad sense, these human resources include all humans as residents or citizens of a country or within certain territorial boundaries who have entered the age of the workforce, both those who have entered the age of the labor force, or those who have been able to get a job.

More specifically, an employee is a human being who uses his/her energy and ability to get a return in the form of income, either in the form of money or in other forms to the employer or entrepreneur or employer. In particular, these employees are divided into three statuses. First are permanent employees, second are temporary employees, and third are

contract employees. In the first sense, permanent employees are employees who work in a business entity (company) on a permanent basis based on a decree. Meanwhile, in the business and bank dictionary, [1] defines that permanent workers are workers or those who work for a fixed wage/salary whether there are activities or not, are paid fixedly, for a certain period and do not depend on the day of work.

Second, namely temporary employees, or those who work irregularly and are paid a wage that is determined from the number of working days. The status of this temporary employee is based on Government Regulation no. 48 of 2005 Article 1, namely, an honorary worker is someone who is appointed by a staffing officer or other official in the government or whose income becomes the state or regional income and expenditure budget. While the third, namely contract employees. Or workers who work in one agency with work according to a certain period of time on a contract agreement. From this description, it can be concluded that there are several types of employee status including: permanent employees, namely employees who work in a business entity on a permanent basis based on a decree.

Performance is the result of the work of employees both quality and quantity that has been given to him. Employee performance is a measure of the success of a company or organization in achieving its goals.

achievement of employee goals for the tasks assigned to him.

From the description of work performance, performance is the result of the workload given to employees according to the ability of each individual in a company or organization. However, the company or organization must have a size or target for the performance that has been done by its employees or often referred to as a target.

In a general sense, employee performance can be explained as the accumulation of the work of a person or the community of workers as a

whole in a certain period. performance It is also the result of work in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities assigned to him. It's the same with the definition. Performance is the result of a process that refers and is measured over a certain period of time based on pre-agreed terms or agreements [11].

1. Employee Job Satisfaction Concept

Some literature explains that the work environment or as described above, the culture and behavior of the company's organization greatly affect the level of employee job satisfaction. This allows employees to be able to stay in one company for a long time, or even only briefly in that company. All are determined by the culture and behavior within the company's organization. However, to read the indicators of employee job satisfaction, it is important for the authors to describe these indicators, and of course use an approach or literature that has been trusted, tested, and is rigorous in academic nuances.

a. Definition of job satisfaction

According to the job characteristics approach, job satisfaction is determined primarily by the nature of the employee's job or by the characteristics of the organization in which they work. Job satisfaction is largely determined by comparison: what the job gives them and what they give for the job. On the other hand, job satisfaction is also a reaction to the environment in which employees work. If the work environment produces a positive atmosphere, the employees will feel the same way. Meanwhile, because the environment is very influential, employee job satisfaction is also determined by how the work system in the company works.

b. Job Satisfaction Theory

Job satisfaction can be explained by need fulfillment theory, equity theory, discrepancy theory, two factor motivation

theory, and social reference group theory. The five kinds of theories can be explained as follows:

- 1) Need fulfillment theory: This theory states that job satisfaction is measured through rewards that are accepted by the employee or the level of needs being satisfied. Employees will be satisfied when they get something they need. The greater the employee's needs are met, the more satisfied the employee or better. There is a direct positive relationship between job satisfaction and actual satisfaction with expected needs.
- 2) Equity theory: The principle of this theory suggests that people will feel satisfied as long as they feel there is justice (equity), feelings of equity and inequity are obtained by comparing themselves with other people in the same class, office, or elsewhere. This theory identifies equity in three parts, namely:
 - a) Input, is something valuable felt by employees as input to support their work such as education, training, work tools, and others.
 - b) Out comes, is everything that is valuable felt by employees as a result of their work such as salary, status, recognition of achievements, and others.
 - c) Comparison's person, is the comparison between the input and the output it gets. According to this theory, employee satisfaction or dissatisfaction is the result of a comparison of the input-output of himself and the input-output of other employees (comparisons person). If the comparison is fair, the employee is satisfied and vice versa.
- 3) Discrepancy theory: This theory states that to measure a person's job satisfaction, encouragement is

carried out to calculate the difference between what is expected from work and the perceived reality. Job satisfaction depends on the discrepancy between expectations, needs, or values with what according to his feelings or perceptions has been obtained or achieved through work. The employee's attitude towards his work depends on the perceived discrepancy.

- 4) The theory of motives; two factors: According to this theory, there are two factors measuring employee satisfaction and dissatisfaction, namely:
 - a) Maintenance factors or dissatisfaction factors, are maintenance factors related to human nature who want to obtain physical peace including salary, quality of supervision, organizational policies, quality of interpersonal relationships among co-workers, with superiors and subordinates, job security, status, and working conditions. .
 - b) Motivator factors or satisfaction factors, concerning the psychological needs of employees. This factor relates to personal appreciation of employees who are directly related to work such as achievement, recognition, the work itself.
- 5) Social reference-group theory: This theory is almost similar to the theory of need fulfillment, but the difference is that in this theory, hopes, desires, and interests belong to individuals in groups and not as independent individuals. According to this theory, if the work is in accordance with the interests, expectations, and demands of

individuals in the group, then a person will feel satisfied with his job, and vice versa. In fact, individuals do not always follow what the group decides, sometimes they are independent [2].

c. Dimensions of Job Satisfaction

Job satisfaction is closely related to the loyalty of company employees. This loyalty is formed by several factors. And before going there, there needs to be a special understanding of how loyalty actually is in the attitude of company employees.

- 1) Dimensions of Responsibility: This dimension tends to define the responsibilities of the employees of the company. If the responsibility for work is emphasized, then the loyal attitude of employees will automatically appear and the culture that is built in the company's organizational pattern will look healthier
- 2) Job Dimension: Confirming the responsibility dimension, the job dimension emphasizes employees to work according to the type of work. Employees are more concerned with temporary responsibilities. So focus and run well.
- 3) The sense of belonging dimension: This dimension is a collective awareness shared by employees in a company. With a sense of belonging, employees will be more agile at work, and become more emotionally awakened together.
- 4) Dimensions of interpersonal relationships: With collective work, this dimension parallels an attitude of belonging. By paying attention to a work responsibility, and having a feeling of belonging, a feeling of mutual respect is formed at work. This dimension is also related to the harmonious, consistent, and cooperative attitude among employees at work
- 5) The dimension of liking for work: And finally, this dimension is a dimension that accommodates all the above

dimensions. Love for work will occur massively if all these dimensions are carried out consistently. [15]

3. Company Management Concept

a. Definition of management

If examined explicitly, the definition of management comes from English, namely manage which means: managing, leading, managing, controlling as well as trying something. Management is the science and art of managing the process of using human resources effectively, which is supported by other sources within the organization to achieve certain goals. [4] In line with the statement above, Robert Kreitner, management also mentions that: "the process of working to achieve goals through other people for organizational goals in a changing environment".

Based on some of the descriptions above, it can be seen carefully that management is a process of configuration, management and regulation in the internal part of the organization in order to achieve a predetermined goal. In short, management is an urgent activity in an organization. Whether or not the wheels of the organization move in achieving its goals, all are influenced by management. From the above understanding, at least there are basic things that need to be known in management, namely:

- 1) Organization is the main container of management;
- 2) Managers, who lead and assume full responsibility within the organization;
- 3) Management upholds the goals to be achieved by the organization
- 4) Directing organizational programs and resources;
- 5) Supervise organizational activities;
- 6) Evaluate and be responsible for the organization.

The six points above further strengthen the position of management in the heart of an organization. The focus of management

studies is not only on theoretical issues, but also on organizational practices, such as: the existence of managers and their roles in an organization, providing a conducive climate, and managing resources.

Management is needed at least to achieve goals, to maintain a balance between conflicting goals, and to achieve efficiency and effectiveness.

b. Management Principle

Within the management itself, there are principles that are general guidelines or the main guide for the implementation of managerial activities that determine the success of managing the organization. The Foundation for Educational Management states that the importance of basic principles in management practice, among others:

- 1) determine work method;
- 2) job selection and skill development;
- 3) selection of work procedures;
- 4) define task boundaries;
- 5) prepare and make task specifications;
- 6) carry out education and training;
- 7) increase the effectiveness, efficiency and productivity of work. [17]

Based on the classification given by Fayol and Fattah related to these management principles, it can be seen that, in an organization, the management process plays a very important role. Starting from the division of work divisions, managing resources, to evaluating performance and returning feedback on updates, if analogized, these are pillars that must be maintained by every organization in achieving certain goals. Likewise with the regularity and stability of the organization, management puts issues that are normative in a very exalted position in the organization. The starting point for the implementation of management within the organization is to utilize all available resources, manpower, funds, and facilities in a holistic and comprehensive and directed manner.

In the implementation process, management has specific tasks that must be carried out. These special tasks are closely related and are

commonly referred to as management functions. At least, there are 13 management experts who classify management functions according to empirical experience and actual facts on the part of the organization, and most of them have different understandings in dividing management functions, but actually they are still in the same corridor, namely an activity. to "manage". Louis A. Allen, for example, states that there are 4 management functions, namely: Leading, planning organizing, controlling. John R. Beishline also suggested the functions of management, namely: Planning, organizing, commanding, controlling.

In line with the above, Henry Fayol also has his own views in mapping out management functions, according to him there are management functions referring to "planning, organizing, commanding, coordinating, and controlling", while Gulich divides management functions into 7 parts which are often referred to as POSDCORB (planning, organizing, staffing, directing, coordinating, reporting and budgeting).

C. Management Function

The various opinions above are the result of in-depth analysis of management experts in mapping out management functions in accordance with empirical facts and in-depth reasoning. They all look different, but in essence they have something in common. These similarities are generally seen in government institutions in Indonesia, where every manager in carrying out his duties, activities and leadership in achieving organizational goals must plan, organize, coordinate and evaluate well. More specifically, the urgency of management functions is described in more depth, as follows:

1) Planning (Planning)

Planning or what is often referred to as planning is a determination of work that must be carried out by a group or managed unit to achieve the goals outlined. In

addition, in determining a plan, a manager should pay attention to the procedures or steps for making a plan, including:

- a) Explain and formulate in advance the problems, efforts, and goals to be planned.
- b) Collect data, information, and facts as needed.
- c) Analyze and classify data, information and facts and their relationships.
- d) Define the plan, premises, and the constraints and drivers for it.
- e) Determine several alternatives.
- f) Choose the best alternative from the available alternatives.
- g) Establish the sequences and detailed timelines for the proposed plan.
- h) Carry out checking on the progress of the proposed plan.

In line with the demands of the points above, it can be concluded that, universal planning requirements are a determination based on correlational and detailed information and fact data to determine the steps to be taken in determining the movement and work of the organization going forward.

2) Organizing

With this it is clear, that organizing is a technique to map and place a person according to his function and expertise in an organization. These relationships will then automatically show synergy, cooperation, harmony and rhythm in achieving organizational goals.

In organizing, a manager, or for that matter; is the head of the Foundation, if he does the following:

- a) Receipt of the facilities, equipment and staff needed to carry out the plan;
- b) Grouping and division of labor into an orderly organizational structure;
- c) Establishment of an authority structure and coordination mechanism;
- d) Determination of work methods and procedures;
- e) Selection, training and providing information to staff.

Meanwhile, in carrying out the organizing function properly, there are several principles that must be considered, including:

- a) Organizational goals as a reference in the process of structuring cooperation.
- b) Unity of objectives, work unit goals must lead to organizational goals.
- c) Unity of command; the organizational structure must be able to describe the source of authority that has the right to determine policy.
- d) Span of Control: must pay attention to the manager's ability to organize existing work units.
- e) Delegation of authority: the limited ability of the above manager to delegate authority to existing staff.
- f) The balance of authority and responsibility, the heavier the responsibility given, the greater the authority delegated.
- g) Responsible: even though the manager has delegated responsibility to the staff, the manager is still responsible for what he delegated.
- h) Division of labor: the manager must be able to divide up all the work at hand.
- i) The right-man on the right place: determine the appropriate personnel according to their functions and duties.
- j) Work relationship: is a series of functional relationships (horizontal) and level of authority relationships (vertical).
- k) Efficiency: organizational structure refers to the achievement of optimal results.
- l) Coordination: the chain of cooperation needs to be coordinated, integrated, simplified and synchronized. [5]

Based on the description above, it can be concluded that: an organization can be said to be good if its organizing principles can be met as a whole. The ability of a manager is tested in this case as a person who purely pays attention to the running of the organization.

3) Actuating (moving).

In line with this, there are often moments when this function does not work according to the manager's will, the main points of the problem are, among others:

- a) Human behavior (human behavior)
 - b) Human Relations (human relations)
 - c) Communication (communication)
- 4) Leadership

The four points above are nothing but to illustrate that, a leader must pay attention to behavior patterns to communication relationships between members of the organization, and try as much as possible to improve his ability to lead an organization.

4) Controlling (Supervision)

Supervision is often referred to as controlling. The supervisory function includes setting standards, supervising and measuring performance/implementation of standards and providing assurance that organizational goals can be achieved. In essence, all of these functions are an inseparable unit. According to Terry and Malayu, supervision can be defined as the process of determining what must be achieved, namely standards, what must be done, namely implementation, evaluating implementation and if necessary making improvements, so that implementation is in accordance with the plan and in line with standards.

Thus, it can be concluded that supervision is an activity to determine and control management processes that occur within an organization. The essence of supervision is to ascertain whether organizational goals can be achieved with the steps to be taken before the results are achieved. If there is a deviation, a manager through his supervisory function has the right to take corrective action.

5) Budgeting (Budgeting)

Budgeting is a positive step to realize the plans that have been prepared. By U Saefullah budgeting is a well-planned and well-thought-out preparation of costs. For this reason, the

income obtained must be implemented before spending funds for certain activities.

Some things to consider in budgeting are:

- a) Design of the amount of costs required.
 - b) Source of costs obtained or cultivated.
 - c) Mechanism of use.
 - d) Implementing activity financing.
 - e) Freezing pattern and responsibility.
 - f) Supervision.
- 6) Evaluating

Evaluating means assessing all activities to find indicators that lead to the success or failure of achieving goals, so that they can be used as part of the next study.

With this it can be concluded that evaluating is the formulation of alternative choices that can improve existing weaknesses, so that at other times it can advance the quality and success of the organization in the future. The other side of the evaluation also indicates a high awareness of shortcomings and requires improvements that can be easily searched for accurate and appropriate problem solving.

C. Definition and Characteristics of Company Management

Management is more familiarly known by the word manager, which is a person who is directly related to the company's management activities. The manager's keywords are people who manage work processes, employee and company administration, finance, and so on.

What is meant by the planning function can be defined as defining what organizational goals are, determining how to achieve them, and developing plans that are useful for coordinating all flow of activities. Furthermore, what is meant by the organizing function can be defined as assigning tasks, assigning tasks for each member, and determining the location of decision making.

For the leadership function as a manager's task, including their responsibilities the task of motivating employees, directing others, choosing the most effective communication path, and solving various kinds of conflicts. Furthermore, the supervisory function is a supervisory action to ensure that all activities

run well. This is where the cord of harmony is the manager.

The role of managers can be classified into three, namely interpersonal, informational, and decision. First, the interpersonal role, namely in the manager, includes the role as a leadership figure and as a liaison. As a leader, a manager must be able to deal with any situation, while as a liaison role the manager is able to maintain a network to share information, especially external parties. Second, the manager's position as informational must be carried out by the manager because in practice the manager will receive and also provide information. And third, what is meant by managers as decision roles is that managers can determine choices or various decision alternatives.

To support the company, and since managers are the foundation of the company, as well as maintain conflict within the company, managers have at least three important roles in the company.

4. Manager's Goal

As above, in addition to the characteristics or points that need to be considered by company managers, managers also have significant goals in a company. In general, the purpose of compensation management is to help the company achieve the goals of the company's strategic success and ensure the creation of internal and external equity. External equity ensures that jobs will be fairly compensated by comparing equal jobs in the labor market. Sometimes these goals can conflict with one another, and trade-offs must occur. For example, to retain employees and ensure fairness, the results of a wage and salary analysis recommend paying equal amounts for equal jobs.

However, recruiters may wish to offer unusual wages, i.e. high wages to attract qualified workers. there is a trade-off between the objectives of recruitment and the consistency of objectives of compensation management. [14] The objectives of effective compensation management include:

- a) Obtain quality human resources
- b) Retain existing employees
- c) Guarantee justice
- d) Reward the desired behavior.
- e) Controlling costs
- f) Follow the law
- g) Facilitate understanding
- h) Improve Administrative Efficiency

To carry out all duties and responsibilities properly, the control structure and delegation of authority within the company demands improvement. A good control structure and delegation of authority also plays a very important role in reducing agency costs arising from differences in interests between the owners and management of the company.

RESEARCH METHODS

This research is a type of descriptive qualitative research.: descriptive-qualitative research is research that is intended to reveal facts, circumstances, phenomena, variables and circumstances that occurred during the research and present them as they are. [8] research is the method used by researchers to master and develop science with the highest validity and accuracy as a reference in research. The purpose of this research approach is to obtain in-depth data, a data that contains meaning. Meaning is actual data, definite data which is a value behind visible data. Therefore, in this study, researchers used two approaches that were considered important to clearly describe the situation and condition of the object of research, namely with a case study to study in depth the performance of employees at Aisyah Mart Stores on a daily basis with indicators, factors, and aspects- aspects that influence it. More specifically, this research will focus on understanding what the employee's performance is like,

RESEARCH RESULT

Based on the results of the research and interviews conducted, the researchers concluded that the performance of employees

at Aisyah Mart Stores in Gorontalo City was maximized. However, there is still a lack of direction from managers on policies or procedures so that it has an impact on elements of work culture, and they seem to be negligent of their responsibilities.

The determining factors that need to be done to improve employee performance at the Aisyah Mart Store Gorontalo City are:

1. Rewards

For some employees, of course, expect a reward, in meeting their physiological needs. Rewards are one of the efforts to build employee productivity at the Aisyah Mart store, Gorontalo City. In addition, rewards also become a benchmark for assessing employees in terms of potential and quality.

2. Motivation

In improving the performance of these employees, much needed motivation. Store Manager Aisyah Mart must be more persuasive, strategic and empathetic in an effort to encourage employee morale.

3. Work environment

The role of the company is to determine the desired goals, the role of employees is to find the best means to achieve these goals. In this case, the climate or work environment affects employee performance, therefore a good work environment can support the creation of a comfortable working atmosphere, and make employees at the Aisyah Mart store in Gorontalo city more satisfied at work.

4. Leadership

Managers have an important role in improving employee performance, preferably, leadership in managers can spur an impressive reaction and influence the employees of the Aisyah Mart store, Gorontalo City, in order to meet the needs of customers or the company. What is still lacking and needs attention is the provision of rewards and punishments to employees who are able to achieve certain targets. so that it can then be a source of motivation for employees to be able to work optimally.

DISCUSSION

1) absenteeism.

Employees can work as well as possible and employees have high motivation in completing work with the provision of incentives and high discipline based on the level of absenteeism. [7]

Thus, absenteeism can affect employee performance, including at Aisyah Mart Supermarkets, Gorontalo City. This means that in this study it was found that the absenteeism that had been applied so far had an effect on performance.

2) Work result.

The results of work in this study can be equated with work performance. In addition to leadership that affects work performance, employee performance is also one of the factors that also affect work performance. High employee performance of each employee is very desirable for the company. The more employees who excel, the performance or productivity of the organization as a whole will increase and the company can survive in its business competition.[3]

At the Aisyah Mart supermarket, based on the results of the interview, it was revealed that in assessing the work at Aisyah Mart there was no standard set by the company, and there were certain parts that were rather difficult to assess the work of, for example: the employee behind the cashier and the salesperson. However, the work results affect employee performance.

3) Craft

In an effort to increase productivity, companies can implement basic things by running the 5R program (Concise, Neat, Clean, Treat, Diligent) in the hope of increasing productivity through the program, and the result is that employee performance also increases [6]

According to the results of interviews at the Aisyah Mart supermarket, diligent employees will get different wages from the others, this

happens because the company applies a salary deduction for those who are late for work and leave work quickly according to attendance via fingerprint.

4) Neatness and Appearance.

Neatness is a skill, strength, either unrealized or realized, which is owned by someone but has not been fully visible or used optimally. [9]

According to observations from interviews with respondents at Aisyah Mart Supermarkets, each employee is encouraged to serve customers who have diverse characters with neatness and good appearance.

5). Discipline.

High and optimal work discipline is one of the factors that can affect employee performance directly or indirectly. With high work discipline, employees will work harder and animate their work which in the end will be able to become strong and quality employees and be able to carry out tasks or activities well which in turn will result in high performance. Thus it can be seen that one of the keys to the success of an organization or company in running and developing its business is to improve the performance of its employees through increasing work discipline [18].

The level of employee discipline at Aisyah Mart is quite good when viewed from attendance according to fingerprints. This condition is in accordance with the results of important interviews in order to improve performance for better, dignified, and responsible customer service.

6) Compliance

Employee behavior contributes greatly to employee performance. Employee behavior here also concerns compliance with company policies and procedures, commitment, integrity and doing work responsibly and professionally in accordance with the responsibilities of each employee. [20]

Employee compliance with the rules will basically improve performance, at the age of the results of this interview it can be said that at Aisyah Mart supermarkets all employees must comply with existing rules, if they do not

comply, they will be subject to sanctions in stages, by management.

CONCLUSION

Based on the description of the results of the research and discussion of the analysis of employee performance at the Aisyah mart Shop in Gorontalo City that has been stated, the researchers can draw the following conclusions:

Based on the results of the research and interviews conducted, the researchers concluded that the performance of employees at Aisyah Mart Stores in Gorontalo City was maximized. However, there is still a lack of direction from managers on policies or procedures so that it has an impact on elements of work culture, and they seem to be negligent of their responsibilities.

The determining factors that need to be done to improve employee performance at the Aisyah Mart Store Gorontalo City are:

Rewards

For some employees, of course, expect a reward, in meeting their physiological needs. Rewards are one of the efforts to build employee productivity at the Aisyah Mart store, Gorontalo City. In addition, rewards also become a benchmark for assessing employees in terms of potential and quality.

Store Manager Aisyah Mart must be more persuasive, strategic and empathetic in an effort to encourage employee morale.

Work environment

The role of the company is to determine the desired goals, the role of employees is to find the best means to achieve these goals. In this case, the climate or work environment affects employee performance, therefore a good work environment can support the creation of a comfortable working atmosphere, and make employees at the Aisyah Mart store in Gorontalo city more satisfied at work.

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