Analysis of Employee Perfomance Effevtiveness based on Study SWOT Analysis Self-Service Repa Case

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Abstract

The purpose of this study is to find out what can increase the effectiveness of employee performance at Repa Swalayan. Human resources are needed by every company, therefore every company needs employees who can work optimally. The sample of this study was 20 employees of Repa Swalayan and employee attendance data in July 2022. The method of collecting data in this study was through field research, namely by irregular interviews, attendance data in July and giving questionnaires in the form of answers. Based on the data that has been obtained, it can be seen that the greatest employee performance effectiveness is on the motivation indicator with a presentation value of 75%. The results showed that this research in establishing effectiveness required preparedness, high commitment, motivation and absenteeism.

Keywords: effectiveness, employees, motivation, preparedness, commitment

1. INTRODUCTION

The development and approach to human resource management is driven by progress civilization, education, science and demands for competitiveness in the production of goods and services generated. Awareness of the importance of the human role in the organization develops when productivity increases employees apparently affect the competitiveness of the company. Employee Performance is encouraging creativity (Indrasari, 2017). With the development of the times that have an impact on the occurrence of globalization which resulted in business competition and with the increasing world population including Indonesia therefore many people who need jobs and not a few who experience unemployment. So the company is required to maintain the continuity of the company. One of them is Repa Swalayan which is a supermarket in the Patumbak area on the defense road. This supermarket including a complete supermarket for the Patumbak area, not only complete but very affordable in the pockets of society. Price is not one of the successes in opening a self-service business, Employees are also included in the success in building a prosperous supermarket. Man become an important part of the company because good employee management is one of them way to increase productivity or performance within the company or compete with another company.

Employees are included in Human Resources (HR) which is the role of the source of Human Resources is one of the important components in a company to achieve company goals. Human resources must be developed and improved so that success desired by the company can be achieved. Performance Effectiveness is suitability between the output and the goals set (Kristiani et al., 2018). Leaders have given obligations and responsibilities to its employees so that employees can understand responsibilities of the work they do or carry out external planning. The main goal of strategic planning that is so that the company can see objectively internal conditions and externally so that companies can anticipate changes in the external environment (Ahmad, 2020). Therefore strategic planning is important to gain competitive advantage and have products according to the wishes of consumers with optimal assistance from available resources there is. Providing performance evaluations can assist employees in providing feedback on past performance and can drive future productivity. Quality improvement employee performance is needed in a planned, directed and sustainable manner in order carry out company tasks. Good performance is one of the achievements that have been achieved by someone in carrying out the tasks and work that has been given. SWOT analysis identify various factors systematically to formulate corporate strategy. This analysis based on logic that maximizes strengths and opportunities. But at the same time minimize weaknesses and threats. The strategic decision-making process is always related with the development of the company's mission, goals, strategies and policies. Strategy planner must analyze the company's strategic factors, namely strengths, weaknesses, opportunities, and internal threats conditions that exist at the moment.

The benefit of a SWOT analysis is to increase organizational knowledge and understand so as to be able to analyze components such as strengths, weaknesses, opportunities and threats in organization to get the right strategy by using the strengths and opportunities that exist to overcome all threats and reduce existing weaknesses so that the organization can survive and be able to develop (Rangkuti, nd). SWOT analysis can be used for strategy determinations that can affect employee performance. Based on the results of previous research shows that using a SWOT analysis will produce a strategy that can support employee performance, namely with employee discipline at work, employee motivation and understanding of company work standards (Iryani &

Deasy, 2021). This is also supported by research states that by going through a SWOT analysis can obtain a strategy that can influence human resources, by utilizing the strength of the company so as to create a performance good (Dalimunthe, 2019). states that by going through a SWOT analysis can obtain good quality development, planning, and improvement (Irwan & Raharja, 2016). Based on With this description, this study aims to formulate an analysis of the effectiveness of employee performance improvement of work strategies that must be implemented for performance development by analyzing strengths, weaknesses, opportunities and threats of the company through a SWOT analysis.

Performance problems are of course closely related to the company, because employees are wrong one of the main factors for the company to achieve the success set by the company. If employee performance decreases, the results produced will also decrease. Problems may occur from internal and external parties, where if the problem is internal then one the problem is regarding employee performance such as resting prematurely, no tidying up or tidying up the products on the shelves according to the products that have been set, no serving consumers well, and playing cellphones at work.. Of course it will detrimental to the company because employees are one of the most important things in the company. To identify employee performance improvements will be used based on SWOT analysis.

2. METHODOLOGY

2.1. Basic Research
The data used in this research are primary and secondary data.
1. Primary data are data sources that directly provide data to data collectors (Sugiyono, 2013). Primary data in the form of a questionnaire given to all employees for find out what can increase the effectiveness of the performance of Repa Supermarket employees and data attendance that has been given by Repa Swalayan..
2. Secondary data is data that does not provide information directly to data collector (Sugiyono, 2013). This secondary data source can be the result of more processing further from primary data presented in another form or in another person. This data is used for supports information from data that has been obtained such as attendance data that has been obtained and questionnaires distributed to a population of 20 employees or people.

To obtain the necessary data for this study, the data collection techniques were used is;
1. Field research collect data about the object of research in field or at the research location, can be either
   a. Physical observation
   b. Unstructured interview
   c. Questionnaires were given to respondents based on the number of samples used from population that is in the object of research
2. Library research (library research): collecting data through various references which is relevant.

Population and Sample
a. Population
"Population is the whole unit (which has been determined) about and where the information comes from wanted. Precisely because of that, the study population can vary according to the problem at hand will be investigated (Yusuf, 2014)." In the company that will be taken as the population in this study are all employees Repa Self-service, namely with a total of 20 employees or people who will become the population at this research.

b. Sample
"A sample is a limited number of selected elements from a population (Yusuf, 2014)." The technique used is saturated sampling. Saturated sampling is a technique of determining the sample by taking the entire population because the population is relatively small, that is, less than 20 employees or people. Sampling was carried out only 20 people because the number of employees at Repa Supermarkets is only 20 employees or people.

2.2. Operational Definition
Based on the formulation of the problem, the variables on this study can be identified as following;
1. Independent variables that influence, explain or explain variables dependent (dependent variable) (Yusuf, 2014), namely the effectiveness of employee perfomance (X).
2. The dependent variable is a variable that influences, explains or explains the variable another (independent variable) (Yusuf, 2014), namely SWOT (Y).

Table 3.2 Operational Definition

No	Variable	Defition	Indicator	Scale of measure
1	Effectiveness perfomance employee (X)	The success obtained on a set program.	Preparedness, efficiency, absenteeism and spirit work	Ratio
2	SWOT (Y)	Strategic planning used for evaluate strength, weakness, oppourtunity, and threat.	Strength, weakness, opportunity and threat	Ratio

Sumber: (Sinambela, 2016), (Putri, 2017), (Ahmad, 2020)

2.3. Data Analysis Method

The data analysis technique used in this study is descriptive qualitative analysis technique. Descriptive qualitative method is a research method by collecting data, analyzing data as well as present clear, directed and thorough conclusions regardig the analysis carried out (Sugiyono, 2013) namely the Analysis of Employee Performance Effectiveness Based on the Study SWOT Analysis Self-Service Repa Case.

3. RESULTS AND DISCUSSION

3.1. Data Collection

Data collection in this study was in the form of attendance data in July, questionnaires distributed to the participants employee and unstructured interviews.

3.2. Characteristic of Respondents and Attendance Data

Respondent characteristics are the identity of the respondents who are the research sample. Research sample as many as 20 Repa Supermarket employees who have filled out the gender questionnaire.

Table 3.1 Characteristics of respondents based on gender

No.	Gender	Respondent
1	Male	6
2	Female	14
TOTAL		20

From the table above it can be seen that the number of responders eith male gender is 6 people while the number of women is 14 people.

Name	Date																														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
DESI																															
FADILAH																															
SURYANTI																															
DEDI																															
TOMMY SINAGA																															
TUKMAIDAH																															
ZAHRA AULIA																															
NADIA																															
ARYON																															
JOHANNES																															
TINA																															
SURIANTI SIANTURI																															
AULIA																															
NIKE																															
RAHMA																															
DARSO																															
SITI																															
PAUL																															
JULI																															
ADE																															

3.3. Questionaire Answer Results

Based on collecting data from respondents' answers according to the distribution of questionnaires to 20 Employees who are respondents at Repa Supermarkets can be seen in the following table.

Table 3.3 Results of Responders Answer Variable Effectiveness

NO		Steatment	Respondent									
			SS		S		KS		TS		STS	
			F	%	F	%	F	%	F	%	F	%
preparedness												
1		I'm always on standby serving customer/cunsumer which come	11	55,0	7	35,0	2	10,0				
2		I always careful deep heart doing my work	7	35,0	11	55,0	2	10,0				
3		I'm always responsible if there is damage i creatd alone	7	35,0	10	50,0	3	15,0				
Efficiency												
4		Number of employee self-serving Repa already enough	1	5,0	8	40,0	9	45,0	2	10,0		
4		I do my job quicky	1	5,0	13	65,0	6	30,0				
Absenteeism												
6		The working time been given already effective	1	5,0	10	50,0	9	45,0				
7		I always permission when i'm sick or unable to come to work	6	30,0	11	55,0	6/	30,0				
8		I always come before time	5	25,0	11	55,0	4	20,0				
Motivation												
9		My partner always give support	5	25,0	11	55,0	5	25,0				
10		I have work comitment	1	5,0	15	75,0	4	20,0				
11		My partner always help me when i got distress	5	25,0	13	65,0	1	5,0	1	5,0		
12		Owner alwyas giving motivation morning to me	5	25,0	9	45,0	5	25,0	1	5,0		
satisfaction												
13		I give satisfiction to custumer or cunsumers who come	2	10,0	15	75,0	3	15,0				
14		I'm very satisfief working at Repa Swalayan	1	5,0	13	65,0	6	30,0				
spirit at work												
15		I always excited when imma work	2	10,0	14	70,0	3	15,0	1	5,0		
16		I'm excited	3	15,0	13	65,0	4	20,0				

	tomorrow will go to working										

Table 3.4 Results of Responders Answer Variable SWOT

NO	Steatment	Respondent									
		SS		S		KS		TS		STS	
		F	%	F	%	F	%	F	%	F	%
Strength											
1	I'm pleased serve buyers/consumers which come	11	55,0	7	35,0	2	10,0				
2	I got compensation at the time over	7	35,0	11	55,0	2	10,0				
Weakness											
3	Time off which are given not enough for me	3	15	10	50,0	7	45,0				
4	I don't get good facilities	1	5,0	8	40,0	9	45,0	2	10,0		
5	I have trouble when consumers/buyers protest against my product keep	5	25,0	4	20,0	9	45,0	2	10,0		
Oppourtunity											
6	I'm placed in accordance with the desire and my ability	6	30,0	10	50,0	3	15,0			1	5,0
7	I get chance to go up position when my job continue to increase	4	20,0	10	50,0	6	30,0				
Threath											
8	Distance from my house far from the supermarket	3	15,0	8	40,0	6	30,0	1	5,0	2	10,0
9	There is no a room for praying	1	5,0	8	40,0	11	55,0				
10	I can't control my emotions	4	20,0	6	30,0	4	20,0				

Calculation results in table 3.3. is the result of the respondent's answer to the effectiveness variable, if the indicator data is processed preparedness plays a significant role in determining the effectiveness analysis of employee performance based on SWOT analysis with the highest achievement of 55.0% "I am always on standby to serve customers/consumers who come" and "I am always careful in doing my job". For indicators efficiency has a higher maximum achievement of preparedness, which is equal to 65.0%, namely in "I do my job fast". The absenteeism indicator has the same maximum achievement with preparedness that is equal to 55.0% on "I always ask permission when I am sick or unable to come to work". The motivation indicator has a higher maximum achievement than the efficiency indicator by 75.0% on "I have a high work commitment". For indicators of satisfaction have a value the maximum is the same as the motivation indicator, namely 75.0% in "I give satisfaction to customers or consumers who come. On the morale indicator has a low maximum achievement of motivation, which is 70.0%, I am always passionate about my work.

In the calculation results 3.4. the results of the SWOT variable respondent's answers. Strength indicator data processing has the biggest role in the SWOT variable with the highest achievement of 55.0% which is declared "I am happy to serve buyers/consumers who come" and "I get compensation during overtime". On the weakness indicator has a maximum value of up to 50% which is stated by "rest time". given is not enough for me". For the opportunity indicator to reach 50.0% by stating "I was placed according to my wishes and abilities" and "I get opportunities to get promoted when I work I keep improving." On indicators of threat-oriented results with "I can't controlling my emotions" has a 30% achievement.

3.4. Discussion

The results of the unstructured interview research show that many employees feel disappointed in their decisions towards Repa Supermarkets because they don't get good facilities, don't get time enough rest or holidays, less salary and not placed according to their wishes. However not all employees feel disappointed with Repa Supermarkets. Of the 20 employees there are 8 employees who feel happy working at Repa Supermarkets because they can adapt well to salary, mess given and including people who have worked at Repa Supermarkets for a long time. Based on the answers of the respondents regarding the role of analysis of the effectiveness of employee performance based on SWOT analysis. So from the results this study the highest indicator in the Analysis of Employee Performance Effectiveness Based on SWOT Analysis is the indicator of effectiveness, namely "I am always on standby in serving customers/consumers who come" has a number presentation 90%. In the preparedness statement the second statement "I am always careful in what I do my work" has the same number of presentations as the first statement, namely 90% and on the third statement namely "I am always responsible if there is damage that I do myself" has a number presentation of 95% of this on the indicator of preparedness of Repa Swalayan employees on standby with consumers who come every day. The efficiency indicator in the first statement is "the number of employees at Repa Self-service is enough" on this statement has 45% who disagree that it will definitely make employees are very stressed. In the second statement has a number of presentations on the agreed choice that has the statement "I do my job quickly". In the third indicator, namely absenteeism in the statement The first has a 50% presentation for the choice of agreeing to the stated working time statement effective.

Having a 55% presentation on the choice agrees with the statement "I always ask permission when I'm sick or unable to work" and in the third statement got 55% in the choice of agreeing with the statement "I always come before check-in time" proves that Rep a Supermarket employees are very precise time. The motivation indicator in the first statement has the highest presentation, namely 55% in the choice agree with the statement "my co-workers always encourage me", in the second statement "I have a high commitment" has the highest number of presentations, namely 65% on the agree option, on the third statement on "The owner always gives morning motivation" has the highest number of presentations ie by 45% in the agreed choice this proves that the motivation is given by the supermarket owner still very lacking. On the satisfaction indicator in the first statement on "I give satisfaction to customers or consumers who come" has the highest number of presentations, namely 75% in the agree and choice options the second statement on "I am very satisfied working at Repa Swalayan" with the highest number of presentations, namely 65% on the agreed choice, employee satisfaction with self-service is high. On the spirit indicator work on the first statement "I am always passionate about my work" has the highest presentation in 70% of the options agree and the second statement is the highest number of 65% of the options agree on "I'm excited tomorrow will go to work at Repa Supermarket on this indicator proves that the morale of the employees including height. The SWOT variable has a strength indicator in the first statement in the statement "I happy to serve buyers who come" has the highest number of presentations, namely 55% on the strongly agree option, in the second statement on "I get compensation for overtime" it proves that it is wrong one strength factor is fulfilled. On the weakness indicator in the statement "rest time given not enough for me" with the highest number of achievements disagreeing 45%, in the second statement the number the highest, namely 45% in the choice, did not agree with the statement "I did not get good facilities, on the third statement has the highest number of presentations on the disagree option which is equal to 45% on the statement "I have trouble when consumers protest against the products that I protect" this proves that rights employees such as getting training to deal with employees is still not fulfilled. On indicators the probability "I am placed according to my wishes and abilities" has the highest number of achievements, namely 50%.

The second statement has the highest presentation on the 50% agreed choice on "I get opportunity to get promoted if my job continues to increase" this proves that employees at work not in accordance with their wishes and abilities and employees if they have poor performance good chance to get promoted. On the threat indicator, namely "the distance of my house is far from the supermarket" has the highest number of presentations on the agree option with a value of 50%, in the second statement that is "no there is a room for a place of worship" with a presentation shown to disagree with value of 55% and the third statement with a total presentation of 40% on "I can't control my emotions". On the threat indicators prove that self-service threat to lose employees greatly So large employees need recruitment time to replace employees who will be better off maintain what already exists. Meanwhile, from the attendance data that was obtained in July 2022 Repa Supermarket employees are fully present for 1 month, namely in July. This can be seen in the table that provided. With working hours starting at 09.00 until the first break at 12.00 - 14.00, and entering return from 14.00 – 22.00. So it can be concluded that the effectiveness of employee performance is very important and needed in forming a SWOT analysis at Repa Supermarkets. So it can be concluded that in Forming effectiveness requires indicators of preparedness, efficiency, absenteeism, motivation, and satisfaction spirit at work. What needs to be improved so that employees can survive in the company is the indicators weaknesses, threats and opportunities. Employees need motivation, training and facilities for the employees feel comfortable and get good service knowledge so that employees stay in the company.

4. CONCLUSIONS

The effectiveness of employee performance that has been carried out at Repa Supermarkets is based on research results what was done, it turned out to be largely determined by the variable effectiveness of work on the indicators I have high work commitment and I give satisfaction to customers or consumers who come this is evident from the presentation that produced 75%. Factors that need to be considered again are: on the number of employees as evidenced by the results of achievement with a value of 5%. And on the SWOT variable which has the highest value is the proven strength indicator with a presentation value of 55%. Based on the results of research and previous wetting, it can be concluded that the role preparedness, high commitment, motivation and absenteeism have the biggest role in increase the effectiveness of employee performance and for low effectiveness, namely efficiency indicators which must be improved in performance effectiveness so that the work given is done more quickly by adding employees. The advice given for the company under study is Repa Supermarkets can take advantage of the strength of employees who are happy to serve customers who are come to shop at Repa Swalayan by teaching how employees should serve consumers properly and correctly. Weakness variable on "not getting good facilities" the owner of the Repa Supermarket should provide good facilities for employees so that the employees so that they can use this as motivation to work. Opportunity variable in the form of "placing according to desire and ability" this becomes an opportunity that it's good if the owner can put his employees according to his ability because of this can improve employee performance. The threat variable "can't control emotions" should be the owner uses the relaxation method when the employee is upset so it doesn't affect services provided.

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