

Application of Motivation and Development to the Performance of Coffeshop Alco Discussion House to Realize an Organizational Culture that is Aligned with Organizational Goals

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ABSTRACT

This study aims to examine the application of work motivation, and performance development in realizing the best organizational culture at the UMKM coffee shop discussion house alco, Jl Durian. Tarung, Kec. Kuranji, Padang city, West Sumatra. Data collection techniques in this study were questionnaires and interviews. The results showed that rewards and work ethics have a significant effect on employee motivation. The results of this study indicate that there is a significant influence of the reward system on employee motivation. This can be seen where employees who are given appreciation or rewards show better performance than employees who are not given rewards. So it can be concluded that the reward system for employees has a positive effect on employee motivation to achieve organizational culture.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are an important part of the economy of a country or region, including Indonesia. The role of MSMEs in Indonesia in supporting the economy in Indonesia is quite significant. In the aftermath of the 1997 crisis in Indonesia, MSMEs can prove that this sector can be a fulcrum for the national economy. This is because MSMEs can survive compared to other large businesses that tend to experience post-crisis downturns (Marta Widian Sari et al., 2019).

Motivation is one of the factors that affect employee performance. Motivation is the impetus of a series of human behavior processes for the achievement of goals. While employee performance is viewed in terms of motivation that is influenced by the drive of his needs and desires, for that it can be said that in a person there is a force that leads to his actions. In general, in a person, two important things can provide motivation or encouragement to act, namely compensation and expectations. Compensation is a reward from superiors to employees through the contributions they have given, while hope is that everyone will have an expectation that will be obtained after completing a job. The problem that arises related to this motivation is the low desire of employees to complete work by the predetermined time to be in line with the goals and time desired by the organization (Marta Widian Sari et al., 2020)

COMMUNITY SERVICE METHOD

Community Service Activities (PKM) to this business are carried out by conducting a location survey by visiting directly the place or location in the Alco Discussion House coffeeshop Business Business which is located at Jalan Durian Tarung, Kuranji District, Padang city, West Sumatra. This activity ended by making collaboration in the form of scheduling the time for the implementation of PBL activities. Carefully collect data on all activity participants and facilities that can be used during activities.

Planning

Planning includes several procedures:

- Preparing ingredients
- Site survey
- Ask permission
- Public works place proposal and approval process (PKM) for MSME owners

a. Screening

After maximum preparation, the next step is screening. There are several ways to do this, namely:

- Prepare speakers and organizers before the event
- Ensure all event needs such as transportation, and banners

b. Activity Implementation

This activity is related to the implementation of PKM within a scheduled time. The existing activity plan:

- PKM opening by business owners and interviewers
- Presentation of material
- Socialization regarding rewards, work ethics, motivation in improving employee performance
- Concluding (Documentation)

The service process by students who carry out community service is carried out for 3 hours (180 minutes). In this service, the service team also held short discussions, questions and answers, and interviews.

c. Evaluation

This activity is an important part of innovation and continuous improvement in the future, in connection with the achievements or limitations that still exist at the time of PKM implementation. The last report of this activity is the preparation of a report on the implementation of PKM that has been carried out to be part of and documentation of evidence of the implementation of this activity to the lecturers.

RESULTS AND DISCUSSION

Community Service Activities (PKM) carried out at the Alco Discussion House Business business went well and smoothly. This activity is one of the tasks of the university that must or must be done by every student, which overall includes: (1). Education and teaching (2) Research, and (3) Community Service (PKM).

PBL with the application of motivation and development in the performance of the alco discussion house coffeeshop in Padang City is considered appropriate because it provides a deeper understanding of the application of motivation using technology and provides knowledge to employees and owners who manage the business, in improving the welfare of business owners. This activity was filled directly by the PBL team. In its implementation, the material is given in the form of socialization and direct delivery to business owners and employees of the Alco discussion house.

The results obtained after doing PBL are having more value or feeling more experienced and confident to later enter the world of work. With this PBL, it adds friends and relationships that can later expand work connections in the future. Increase understanding of the business world.



CONCLUSION

Based on the PBL that has been implemented, it can be concluded that this also discussion house business can improve employee performance spirit by applying motivation and development to employees. With this socialization, the also discussion house business can develop well and have a broad scope.

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