

Performance Improvement of PT. Bintang Citra Utama in Gorontalo District

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Abstract. *This study aims to obtain a picture of PT. Bintang Citra Utama in Gorontalo Regency. The research method uses a qualitative type with a qualitative approach. Data collection techniques carried out through interviews with several informants and observations and recording secondary data related to research problems. The results of the study concluded that employee performance was not optimal because there were still delays in completing work. Employees are not left independent to solve problems. So employees depend on the leadership. The quality of work is not optimal so it must be maximized according to the ability of employees. Work quantity still needs to be reviewed again because the workload is very influential in the speed and completion of work. So it also affects the delay in completing work. Responsibility in the work is not optimal because there are still hands-off with work, and employee discipline to obey the rules that have been set is still lacking.*

Keywords: *Remuneration; Effectiveness; Performance*

Received: December 23, 2020

Revised: January 18, 2021

Accepted: February 14, 2021

INTRODUCTION

Human resources are the main element in company development. This is based on the belief that the company's success in achieving predetermined goals is largely determined by its human resources. Therefore, the company's human resource management must be carried out appropriately so that it is effective in achieving the company's vision and mission. For example, the increasing competition in the world of work spurs companies to continue to improve the quality of their human resources so that they can achieve company goals that are profitable and beneficial.

Human resource management is a series of activities starting from employee recruitment planning, implementation, monitoring and performance evaluation. Evaluation or appraisal of employee performance is a process to determine whether an employee has worked in accordance with the duties and functions that have been determined by the company. Thus, performance appraisal is a systematic series in improving the quality of the company's human resources in a sustainable manner. In general, the purpose of performance appraisal is to determine the existing competency and potential of employees so that they can be developed optimally.

According to Sedarmayanti (2007), the stages of performance assessment include (i) identifying specific objectives of performance appraisal, for example diagnosing employee problems and the need for managerial-skill development, (ii) related to job analysis, for example filling certain positions in companies. If the company misplaces its employees in a place that is not their expertise, the employee's performance will not be optimal so that the company's goals are ineffective and inefficient. Therefore job analysis to place the right person in the position is important in the context of the company's progress, (iii) monitoring the work done, (iv) conducting performance appraisals and (v) presenting the results of the appraisal to employees and giving employees the opportunity to clarify. .

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Employee performance is often interpreted as the achievement of tasks, where employees at work must be in accordance with the organization's work program to show the level of organizational performance in achieving the vision, mission and goals of the organization. According to Gibson (1996), employee performance is the desired outcome of the perpetrator. Employee performance is the level at which employees achieve the job requirements of Simamora (2004). Performance appraisals generally cover both qualitative and quantitative aspects of job performance.

According to Mathis (2006), the factors that influence employee performance are the ability of the employee to do the job, the level of effort spent, and the organizational support he receives. With respect to any management function, human resource management activities should be developed, evaluated and modified where necessary so that they can contribute to the competitive performance of organizations and individuals in the workplace. Factors that affect employees at work, namely the ability of the employee to perform the work, the level of effort devoted to the work, and organizational support. Employee performance decreases if one of these factors is reduced or absent.

PT. Bintang Citra Utama is a company engaged in the distribution of goods (Unilever). Items distributed include personal care (lotion, rexona, shampoo) and home care (washing soap, superpels, etc.). Therefore, based on the many types of goods marketed, PT Bintang Citra Utama is a relatively large distributor, especially in Gorontalo Province. .

PT Bintang Citra Utama was founded in 2016 with 35 employees. Employees at PT Bintang Citra Utama are divided into permanent employees and non-permanent employees. In general, these employees have a salary above the UMP in Gorontalo Province. In addition, the management of the company realizes that the competition for similar companies is getting higher. Because every company has a profit target that must be achieved while there are still many internal problems that need to be resolved. For example, the motivation and discipline of employees within PT Bintang Citra Utama are still not optimal. For example, there are still those whose attendance is not on time and their absence without notification. It is hoped that by increasing work discipline and motivation it will have an impact on employee performance. As explained by Aprianti, (2013) and Nasution, (2000), that discipline is an indicator of performance and has a positive effect.

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Furthermore, research conducted by Leli Martiani (2018), with a thesis entitled Implementation of excellent service functions for customers at BMT Walisongo Semarang. The results of his research show that the excellent service function at BMT Walisongo Semarang has been carried out well, of course the BMT Walisongo continues to try to maximize in providing excellent service to its customers. Furthermore, regarding customer responses, the data collected by researchers, both through interviews and observations, show that customers are very satisfied, satisfied and only some are not satisfied with the services provided by BMT Walisongo Semarang with services provided according to the needs of members. / customer.

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The novelty with this research clearly has differences in terms of focus and locus as well as the theoretical approach used. The purpose of this research article is to determine the performance of employees at PT. Bintang Citra Utama which is located in Pantungo Village, Gorontalo District

METHODS

Human resources are the main element in company development. This is based on the belief that the company's success in achieving predetermined goals is largely determined by its human resources. Therefore, the company's human resource management must be carried out appropriately so that it is effective in achieving the company's vision and mission. For example, the increasing competition in the world of work spurs companies to continue to improve the quality of their human resources so that they can achieve company goals that are profitable and beneficial.

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RESULTS AND DISCUSSION

PT. Bintang Citra Utama Gorontalo is located in Telaga Biru District, Gorontalo Regency, Gorontalo Province. PT. Bintang Citra Utama is a private company engaged in the manufacture of daily goods which has 1 Brancmanager and 35 employees consisting of warehouse heads, administrative staff, sales, warehouse staff, drivers, and helpers. The company provides various daily items which are sold by all shops in Gorontalo.

This study aims to determine and improve employee performance because HR is very influential in the progress of the company, especially in private companies. Employee performance potential needs to be empowered in an effort to improve employee performance to achieve the company's vision and mission. Incentives should be given frequently. Because incentives are a passion for them, especially the logistic team that struggles to deliver goods on the chain. From the process of loading goods, delivery until the goods are neatly arranged in the outlet. In addition, employees must pay more attention to the leadership. Leaders must be closer to each employee, so that no one feels discouraged and undervalued for their hard work. Leaders must often interact with each employee so that it is easy to understand the complaints of their employees.

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1. Work quantity

The quantity of work referred to in the theory of Mangkunegasa (2000), The timeliness of completing the work given, thus creating efficiency and effectiveness.

In this study, it is explained that the quantity of employees is in accordance with the formation. But what the authors observe is that there are still workloads that are added to employees without recruiting new employees. So that the other work is late. For example, when an order enters it, the fact that the delay in entering the order also greatly affects working hours. When the Invoiceist was late in collecting the notes, they all went home late. Unfortunately the overtime pay didn't apply. Just being fed. According to the owner, employees work not based on standard 8 hour work hours, but depending on the work until it is finished and the work must be completed within 24 hours on the same day. But with such conditions it is burdensome for employees, because the work in one day never ends, due to a lack of manpower.

2. Responsibility

The responsibility referred to in the theory of mangkunegara (2000) Behavior in Work. In this study, it is explained that the average employee is already responsible for the job given.

In the field that the author has observed, it is true that the average employee already holds their respective job responsibilities. However, if there is a case and it involves several employees, the employees accuse each other. Because it will have an effect on cutting wages. For example, A wants to deliver goods to a shop. When the warehouse person loads goods from the warehouse to the car, the driver only witnesses them. It should be with a helper too, so that if there is a shortage of items, they can look for each other. But the reality is not so, when we arrive at the outlet, there are 1 items missing, some are confused with flavors and many more, this then becomes a matter of accusation to determine who is responsible. Either the driver, the warehouse boy or the helper should be blamed.

3. Initiative

The initiative referred to in Mangkunegara (2000), namely assessing and creating a decision to solve the problem. In this research, it is explained that so far the resolution of the problem is still in the hands of the leadership. Because if employees act, they might take a wrong step. It is necessary to make employees more independent, namely by allowing the employee to solve the problem, so as not to depend on the leadership. If the same case occurs again, then you already know how to solve it. It is true that everything must be discussed with the leadership, because to appreciate the position and the leadership must know what is going on in the office. But if it continues like that, all employees will not have their own initiative. Always will ask for help from the leadership.

4. Cooperation

Cooperation is meant in the theory of Mangkunegara (2000), which is helping each other, work together vertically or horizontally in the work so that the results are better. In this study, the cooperation looks good, because if one team decides to cooperate, it will affect the company's turnover. Meanwhile, every month you have to pursue the target set by the owner. The office adheres to the principle of cooperation, therefore teamwork and people are related. From A-Z the processes are interrelated, if one of the teams miscommunication, the process will be hampered,

because from orders to money it requires good cooperation by several teams. Therefore every team must work together to achieve common goals.

5. Obedience

Obedience is meant in the theory of Mangkunegara (2000), that is, if the job instruction is given, it must be willing to do the job and obey every company regulation.

In this research I still see in the field, for example, the regulations for using shoes. There are 1 or 2 people who do not use shoes, for various reasons, such as shoes that are still washed, forgotten shoes, and many more reasons. Another example, for example, at 07.50 a prayer has been carried out, people who come later than 07.50 are deemed late and sent home, but in reality it is all just a warning as if it were only at that time. The next day it is still forgiven, if it is punished at most only cleaning the toilet, there are still some employees who underestimate the regulation, because it is too light, although not all employees behave like that, but the regulations are not optimal. The assertiveness in applying and proving what is said must be firm, if the law is weak then the employees will become even more infested.

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Based on the results of previous research and discussion, the researchers concluded that employee performance was not optimal because there was still a delay in completing work. Employees are not left independent to solve problems, so employees depend on the leadership.

CONCLUSION AND SUGGESTION

The quality of work is not optimal so it must be maximized according to the ability of employees. The quantity of work still needs to be reviewed again because the workload is very influential in the speed and completion of work, so it also affects the delay in completing work. Responsibility at work has not been maximized because there are still some who are hands-off with work and employee discipline to comply with the regulations that have been set is still lacking, causing jealousy from other employees who have tried to come on time. Initiatives do not develop because there are boundaries between leaders and employees in making decisions. Cooperation needs to be improved so that all work is in accordance with the targets to be achieved. There is a lack of consistency in work, instructions from the leadership or in obeying the applicable SOPs and the affirmation of making these mistakes is not too harsh, so that there are still employees who violate them. But overall it is good, there are only a few that should be revisited. To be organized and in accordance with what we all expect.

Based on the research and the results of the conclusions above, the suggestions that can be given to be more optimal are as follows:

1. To the Leader:

a. The need for firmness in giving penalties for employees who violate SOPs or work time discipline.

b. Let the employees solve the problem themselves first, only when it can't be solved then the leadership comes down to help.

c. Leaders must be more supervising the work of employees, or more clearly, go down directly in monitoring the work of employees so that they know what problems or obstacles exist.

d. Leaders must act in accordance with applicable SOPs. So that there is no jealousy between employees. Because many have tried to be disciplined but not taken too late.

2. Suggestions for employees:

a. The need for awareness in discipline.

b. Don't have seniority at work. Because all employees are the same.

c. Cooperation must be further increased in order to achieve the specified targets.

d. The need for more responsibility for the work that has been divided.

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