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Performance Management Strategy to Increase Employee Motivation in Cripscot Businesses

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ABSTRACT

This research aims to analyze performance management strategies that can increase employee motivation in the Cripscot business. This research uses a qualitative approach by combining literature study, participant observation, and semi-structured interviews. The variables studied involve leadership, supervisory supervision, and employee work motivation. The findings of this study highlight the vital role of clear goal setting, regular feedback, fair performance appraisals, and recognition of achievements in creating a work environment that supports motivation. This strategy not only improves productivity but is also key to retaining and attracting the best talent. Additionally, the integration of technology, such as digital platforms and data analytics, can enrich performance management, creating greater responsiveness and effectiveness. These conclusions provide practical direction for organizational leaders to design relevant and adaptive approaches.

INTRODUCTION

Today's positive and sustainable growth has required companies to ensure human resources have the experience, skills, and qualifications to operate effectively in a dynamic and increasingly complex environment (Lena Ellitan, 2002; Parinsi & Musa, 2023). Performance management and employee motivation are two crucial aspects in ensuring the success of a business. Along with growth and competition in the business world, the various resources owned by companies must be able to manage human resources to produce optimal achievements (Parinsi & Musa, 2023). However, in reality, many companies still do not realize the importance of human resources for the survival of the company. There are still many companies that consider HR to be the most important organizational asset because HR is what drives and makes other resources work.

The strategic importance of human resources primarily aims to provide added value for the company so that the company can face increasingly fierce competition. The strategic role of HR in business organizations can be elaborated in terms of resource theory where one of the company's functions mobilizes all the resources it has to deal with market interests as the main external factor (Yuniarsih & Suwatno, 2011). In addition, technological developments and market dynamics require businesses to remain innovative and responsive to change (Witasari & Gustomo, 2020). Considering productivity continues to grow positively, employee management factors have been considered to have an impact on employee work motivation (Suyanto, 2012).

This research seeks to focus on an in-depth understanding of the impact of leadership and supervision on employee motivation which is the basis for developing appropriate management strategies, especially in Cripscot businesses. Employee motivation has an important role in achieving optimal performance, and effective management strategies can be the key to success in creating a productive work environment (Young et al., 2020). Increasing employee motivation is not just an effort to maintain productivity, but is also a strategic step to increase job satisfaction, loyalty, and overall performance (Mihreza & Armanu, 2014).

Various factors influence employee motivation, including the work environment, organizational communication, incentives, and career development opportunities (Rahman & Shanjabin, 2022). Performance management strategies are the basis for achieving optimal levels of motivation (Robbins & Galperin, 2010). Effective performance management includes setting clear goals, regular feedback, fair performance appraisals, and recognition of achievements. This research aims to investigate the most effective performance management strategies to increase employee motivation. Having a deep understanding of the relationship between performance management and motivation can help organizations identify areas of improvement, design appropriate training programs, and create a work environment that supports employee growth (Mihreza & Armanu, 2014).

This research is expected to provide practical guidance for organizational leaders and human resource managers to develop and implement effective performance management strategies. In addition, it is hoped that the results of this research can contribute to human resource management literature by exploring new insights regarding the dynamics between performance management and employee motivation. The importance of this research is also related to the changing dynamics of the modern labor market. Moreover, globalization and rapid changes in various industrial sectors have pushed organizations to retain their best employees. Increasing employee motivation through effective performance management strategies is expected to be a strategic tool in winning the competition to obtain and retain the best talent.

RESEARCH METHOD

This research was conducted qualitatively by conducting a literature study to collect relevant information about performance management strategies that can be implemented in a company. This research focuses on the Cripscot company. Next, researchers will use a qualitative approach to analyze the data collected (Neuman, 2014). Data was collected by involving direct observation techniques of employee work activities, as well as semi-structured interviews with Cripscot employees, as previously conducted by (Adda et al., 2022; and Mas'ud & Susilo, 2023).

RESULTS AND DISCUSSION

In the current era of competitive competition, companies must be able to develop rapidly so that company goals can be achieved (Wulandari et al., 2023). With this intense competition, innovative resources are needed to help companies achieve their goals and compete in this competitive world. Employee knowledge and abilities can direct a company to achieve competitive advantage (Afriyie et al., 2020). Every organization relies on capabilities and knowledge to survive in a competitive environment.

One of the most important factors in achieving success in an organization is effective performance management. According to Kotler & Armstrong (2014), performance refers to the results or work products related to the organization's strategic goals, customer satisfaction, and impact on the economy. In this research, the findings provide in-depth insight into the influence of performance management strategies on employee motivation in the Cripscot business.

First, Team leadership in the Cripscot business shows that team leadership has a positive impact on employee motivation. This can be seen during research that employees respond positively to a leadership style that provides support, provides clear direction, and creates a conducive work environment.

Second, Supervision has been carried out effectively to assist employees in improving their skills and performance, thereby making a positive contribution to motivation. Apart from that, it was also found that employee work motivation was influenced by several factors, including recognition, incentives, and career development opportunities. This increase in work motivation is then linked to increased individual and team performance.

These two findings can be strategic steps in performance management by involving a combination of supportive approaches, providing regular feedback, and employee development planning. This strategy is designed to motivate employees, improve performance, and create a positive work environment (Nurmansyah et al., 2023). The implementation of effective performance management strategies has been proven to have a positive impact on Cripscot's business by increasing employee motivation, productivity, and product quality, creating a competitive advantage in the market.

This finding is also in line with research conducted by (Riyanto et al., 2014) The strategy to improve employee performance and motivation is to increase leadership training and supervision in strengthening skills, motivating and directing employees. This training can include effective communication techniques, constructive supervision strategies, and an increased understanding of employee needs and expectations. In addition, companies can also consider expanding recognition and reward programs for employee contributions. Recognition programs may include financial awards, public recognition, or opportunities for clear career development. With better recognition, employees will feel appreciated and motivated to make the best contribution to the company.

On the other hand, a supportive work environment is also an important factor in increasing employee motivation. Cripscot companies can prioritize a work environment that is collaborative, and inclusive and provides support for employee professional growth and development. This can be done through training programs, team-building activities, and strengthening a company culture that motivates innovation and collaboration. This strategy requires accuracy in evaluating and periodically updating the performance management strategies that have been implemented. With continuous updates, companies can adapt performance management strategies according to needs and changes in the work environment (Riel et al., 2009).

These strategic recommendations are expected to create a work environment that motivates, supports growth, and improves overall employee performance. Performance management strategies have a very vital role in achieving business goals, especially in increasing employee motivation and achieving a balance between organizational needs and individual satisfaction. One of the advantages of the performance management strategy at Cripscot is the focus on product excellence. Chocolate banana chips as the main product require high creativity in

the manufacturing process and innovation in flavor variations. The uniqueness of this product, combined with an economical price and free of preservatives, makes it attractive to consumers.

However, the weakness Cripscot faces is the lack of sufficient experience in running a business. Snack food businesses tend to have a high level of competition, and lack of experience can be an obstacle in dealing with market dynamics. Apart from that, food products also have the potential to be easily duplicated by competitors. Therefore, Cripscot needs to develop a strong differentiation strategy to maintain market share and competitive advantage. In facing market opportunities, especially through digital marketing and attractive promos, Cripscot can expand consumer reach. Utilizing social media can be an effective means of interacting with customers and increasing product visibility (Anwari et al., 2016). However, it is important to remember that the threat of consumer indifference remains a factor that must be anticipated.

The emphasis on aspects such as setting clear goals, regular feedback, fair performance appraisals, and recognition of achievements shows that a holistic approach to performance management can create a work environment that supports employee motivation. Through this strategy, organizations can provide clarity regarding expectations, provide needed support, and celebrate achievements, all of which can increase employee motivation and commitment levels. The era of globalization and rapid change requires organizations to not only adapt but also be innovative in creating a work environment that supports employee growth and development. A wisely implemented performance management strategy can help an organization not only retain its best talent but also become a desirable place to work for ambitious individuals.

CONCLUSION

Based on the results of this research, performance management strategies play a crucial role in increasing employee motivation at Cripscot. Inclusive leadership, quality supervisory supervision, and motivational factors, such as recognition and incentives, form the foundation of an effective strategy. High motivation has a positive impact on productivity, product quality, and the company's competitive advantage. Concrete recommendations for Cripscot management include improvements in leadership training and supervisory supervision, evaluation of recognition and incentive systems, and development of more specific performance management strategies. In facing the ever-changing dynamics of the food industry, flexibility and responsiveness to change are the keys to maintaining competitive advantage. An in-depth understanding of the factors that influence employee motivation can be the basis for further steps aimed at creating a dynamic, innovative, and highly competitive work environment in the future.

This research makes a significant contribution to the understanding of the relationship between performance management strategies and employee motivation. This discussion underscores the importance of a holistic approach to performance management, highlights the relevance of this research in addressing modern organizational challenges, and explores the potential for transformation through technology integration. Thus, the results of this study not only provide new insights for organizational leaders and human resource managers but also contribute to the human resource management literature as a whole.

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