

Improving Work Discipline, Work Facilities, and Job Satisfaction to Support Employee Performance at PT. Cahaya Cipta Makmur

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ABSTRACT

The activity program at PT. Cahaya Cipta Makmur was carried out to identify and overcome various problems faced by the company, such as the lack of formal work regulations, the absence of SOPs in the production unit, inadequate work facilities, and the unavailability of product catalogs. The objectives of this program are to improve the operational work structure, maintain product quality, and improve the product information system to consumers. The results of this activity include the preparation of work regulations, the creation of SOPs, the provision of work equipment, the creation of product catalogs, and the measurement of job satisfaction and employee performance, all of which have been successfully implemented in accordance with the predetermined plan.

INTRODUCTION

The culinary industry in Yogyakarta has experienced rapid growth in recent years, reflecting the city's economic and cultural dynamics. Based on data from the Central Bureau of Statistics (BPS), the number of MSMEs in Yogyakarta in 2021 increased sharply, with a jump of 59% compared to the previous year and continued to increase until 2023 (BPS, 2024). The COVID-19 pandemic is one of the factors that has brought significant changes to the culinary industry in Yogyakarta. A report from the Yogyakarta Regional Development Planning Agency (Bappeda) also noted that Yogyakarta's culinary sector has continued to experience a 10-15% increase every year in the last five years. This makes the culinary sector has a large contribution to the economic growth of the Yokyakarta region (Bappeda, 2023).

One of the culinary businesses that are in high demand by the public is traditional food that reflects the characteristics of a region. Increasing public awareness of their cultural roots has increased interest in consuming traditional foods. The traditional food business is widely developed by various business scales including MSMEs. This then encourages business growth in the industry. In Yogyakarta, one of the major players in the culinary industry is PT. Cahaya Cipta Makmur, which contributes significantly in advancing the culinary sector in this area.

PT Cahaya Cipta Makmur is an individual company in Yogyakarta known as a bakpia producer with the trademark Bakpia Menuk. Bakpia Menuk is one of Yogyakarta's specialties made from wheat flour dough filled with various ingredients, such as green beans, chocolate, and cheese, then baked until cooked. The company was established in 2017 with the aim of producing and marketing bakpia products with high quality standards. The business location is at Jalan LMPM, Segaran No.12, Kedulan, Tirtomartani, Kalasan District, Sleman Regency, Yogyakarta Special Region 55571.



Figure 1. Location of Bakpia Menuk

In producing Bakpia Menuk, PT Cahaya Cipta Makmur uses quality ingredients and runs a well-controlled production process to ensure a delicious and hygienic product. Apart from Bakpia Menuk, the company also offers a wide range of other products, including Menuk Milk Pie and Crispy Almond. All of these products are sold at a relatively similar price of 25,000 per box.



Figure 2. Display products of PT. Cahaya Cipta Makmur

Bakpia Menuk's sales are conducted in a hybrid manner through an offline store and an online store on Instagram. Through Instagram, Bakpia Menuk reaches customers with attractive visual content such as product photos and videos, as well as announcing promotions and discounts through the stories feature and feed posts. Bakpia Menuk uses several effective marketing and promotional strategies to attract consumer attention, such as: customer testimonial, interaction and visual content, hashtag and location promotion, product variants, and special promotion campaign.



Figure 3. Product Marketing Strategy via Instagram

In addition to improving its business through marketing strategies, PT. Cahaya Cipta Makmur is also very concerned about aspects of human resource management as an effort to improve business performance. One of the steps taken is to improve work discipline, provide adequate work facilities, and increase job satisfaction. Employees who have high work discipline and are equipped with adequate work facilities will feel higher job satisfaction, which in turn will have a positive impact on their level of productivity and loyalty (Usniarti & Nuvriasari, 2024). Effective and efficient human resource management also contributes to improving overall business performance. A frequent problem in the field of human resources in MSMEs is the lack of discipline and work motivation, which has a negative impact on work productivity (Rokhimi & Nuvriasari, 2024).

Based on the results of observations and interviews with management and employees of PT. Cahaya Cipta Makmur, a number of problems can be identified in running the business, namely: (1). The company does not have work regulations that are formally compiled so that there are no standard provisions governing employee work discipline, (2). There is no Standard Operating Procedure (SOP) in the production unit, causing employees to lack discipline and work achievements are not optimal, (3). Available work facilities such as gloves, mouth covers, and head covers are inadequate, (4). The unavailability of bakpia product catalogs so that service to consumers is less than optimal and the information obtained by consumers is limited, (5). Measuring employee job satisfaction has not been done, so it has not been able to collect feedback from employees, and (6). The level of employee performance has not been measured properly, so that employee performance evaluation is less than optimal.

Based on the results of discussions with PT. Cahaya Cipta Makmur, a number of work programs were formulated to overcome these problems. The implemented work program includes: (1). Developing work regulations, (2). Develop an SOP for the production section, (3). Facilitating work support equipment, especially for production employees, (4). Compile a product catalog, (5). Develop a questionnaire instrument to measure employee job satisfaction, and (6). Develop a questionnaire to measure employee performance.

IMPLEMENTATION AND METHODS

The methods used in the implementation of work activities carried out at PT. Cahaya Cipta Makmur are described below:

Observations and Interviews

Observations and interviews were conducted to collect accurate data and information regarding current business practices at PT. Cahaya Cipta Makmur including actual working conditions, existing operational procedures, and problems encountered. Observations were made by direct observation in the production area to understand the ongoing work processes, equipment conditions, and cleanliness of the work environment. Interviews were held with various relevant parties, including managers, supervisors, and employees, to gain in-depth insights into the challenges faced, best practices being implemented, and aspirations for operational improvements as well as employee satisfaction and performance assessments. Data from the observations and

interviews were then collected and analyzed to compile a report that served as the basis for the development of the work program.

Socialization

After identifying the needs and problems at PT. Cahaya Cipta Makmur, the next stage is the implementation of the work program which will be discussed in the results chapter. Then, socialization is carried out by introducing and explaining the work program that has been prepared to all employees to ensure their understanding and support. Socialization materials were prepared in the form of presentations and supporting documents in the form of outputs from the work program, namely X-banners and menu catalogs to inform in detail the SOPs and work regulations that have been compiled. Socialization sessions were held with the involvement of all employees and management, including presentation of socialization materials, interactive discussions, and Q&A sessions to answer employee questions and concerns.

Implementation of the work program

The implementation of this program involves active participation in the daily operational activities at PT. Cahaya Cipta Makmur. This internship activity focuses on the implementation of planned work programs, such as the preparation of work regulations, making SOPs in the production unit, providing adequate work facilities, and making product catalogs. Each step of implementation is carried out by involving employees and management to ensure the suitability and smoothness of the implementation process.

RESULTS AND DISCUSSION

Based on the work program implemented at PT. Cahaya Cipta Makmur, it can be explained as follows:

Preparation of Employee Work Rules

The purpose of preparing work regulations for employees is to make it easier for employees to carry out work, improve work discipline and make it easier for companies to monitor employee work activities (Kusumawardhani & Nuvriasari, 2023). PT. Cahaya Cipta Makmur does not yet have standard work regulations, so that in this program the preparation of employee work regulations is carried out.

The preparation of employee work rules at PT. Cahaya Cipta Makmur involves several steps and the participation of various parties, including top management, HRD, and employee representatives. Identification of company needs and collection of data on current work practices were conducted through HRD and department managers. Following this, a review of existing regulations was conducted and an initial draft of work regulations covering all important aspects was created. This draft was then discussed with employee representatives and department managers for input. After revision and refinement, the draft is submitted for final approval and vetting by top management.

The employee work rules that have been compiled are also socialized through the installation of X-Banners, so that employees can always remember the work rules that must be obeyed. The X-Banner can also act as an indirect reminder to maintain safety and health in the workplace, thus creating a safer and more productive work environment for the entire employee.



Figure 4. Socialization of Work Rules Using X-Banner Media

Develop a Standard Operating Procedure (SOP) in the Production Section

SOP is a series of stages in the implementation of activities that serve as guidelines for employees in carrying out their work so that it will minimize the level of work errors. In addition, the existence of SOPs will assist companies in evaluating the suitability of performance and work results (Andita & Audita Nuovriasari, 2023). The implementation of activities in the production section at PT. Cahaya Cipta Makmur has not been based on standard operational standards, making it prone to errors or discrepancies in work results with predetermined standards. For this reason, in this program, an SOP is prepared in the production section by involving the production manager and supervisor as well as top management as the approving party.

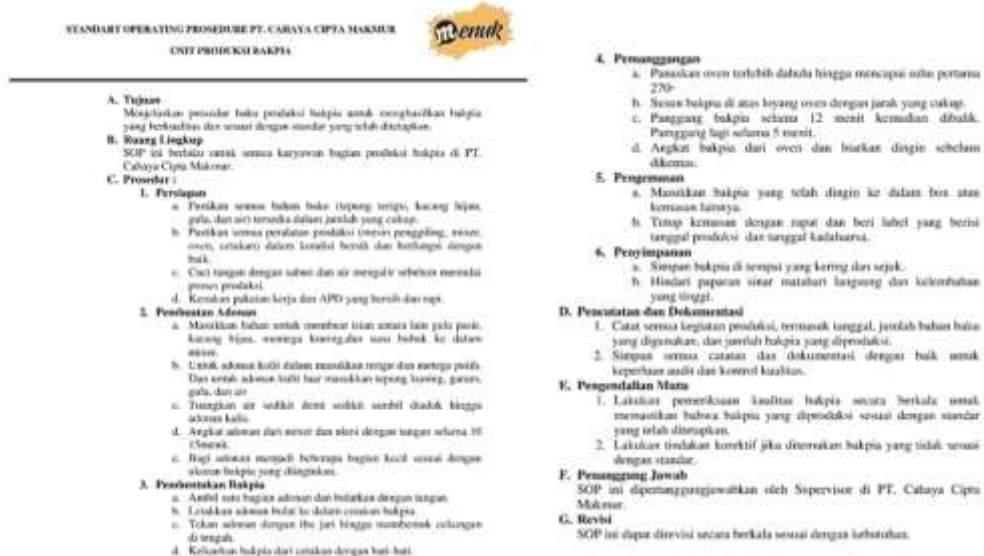


Figure 5. SOP of Production Section

The development process starts with identifying operational needs and collecting data on current production practices. Then, a review of existing procedures is conducted, areas for improvement are identified, and an initial draft of the SOP covering all critical production aspects is developed. The draft is discussed with production managers and supervisors for input and revisions are made based on the feedback received. Once the final draft is approved by top management, the SOP is socialized to the entire production team through socialization to ensure understanding and effective implementation.

Facilitating Work Support Equipment

PT. Cahya Cipta Makmur in implementing the production process has equipped its workers with work equipment. However, this program also provides additional work equipment to be used by production employees. Providing work equipment facilities such as gloves, mouth covers, and head covers is intended to improve hygiene and cleanliness in the production process. Given that the products produced are food products, it is very important to pay attention to the hygiene of the products produced so that they are not harmful to health. Quality bakpia products will increase consumer interest in making repeat purchases.



Figure 6. Worker Equipment in Production Process

Developing a Product Catalog

A product catalog is one of the media used to inform and promote products produced by a company. The product catalog is prepared in the form of a brochure that contains information about bakpia products and the prices set. The product catalog also makes it easier for employees to provide explanations to consumers so that it is expected to improve service quality.



Figure 7. Bakpia Menuk Product Catalog

Employee Job Satisfaction Measurement

Employee job satisfaction reflects the attitude of employees towards their work related to the work environment, teamwork, compensation and a number of other factors. Customer satisfaction can be measured by comparing the performance delivered by a company compared to the expectations desired by employees (Mubarokah & Nuvriasaki, 2024). Satisfied employees will have a high commitment to advancing the company and can lead to employee loyalty. Considering that employee satisfaction is important in business, it is necessary to measure or evaluate it, so that it can be seen that the assessed performance is not in accordance with employee expectations. The results of this evaluation can be used as a basis for improving company policies and developing human resource management strategies.

The employee job satisfaction measurement program at PT Cahaya Cipta Makmur begins with the preparation of a questionnaire which contains a number of important items such as: (1) satisfaction with work, (2) satisfaction with financial compensation policies, (3) satisfaction with work relationships, and (4) satisfaction with human resource development programs. The following is a summary of the results of the questionnaire distributed to employees.

Table 1. Employee Job Satisfaction Measurement Results

Level of Satisfaction	Job Satisfaction	Financial Compensation Satisfaction	Work Relationship Satisfaction	HR Development Satisfaction
Very Dissatisfied	None (0%)	None (0%)	None (0%)	1 employee (7%)
Dissatisfied	1 employee (6%)	2 employees (15%)	1 employee (8%)	11 employees (75%)
Quite Satisfied	None (0%)	None (0%)	None (0%)	None (0%)
Satisfied	13 employees (87%)	11 employees (75%)	11 employees (75%)	2 employees (13%)
Very Satisfied	1 employee (5%)	1 employee (7%)	2 employees (16%)	None (0%)

Employee Performance Measurement

Employee performance measurement at PT Cahaya Cipta Makmur is carried out with the aim of providing an objective evaluation tool to measure their achievements and contributions to company goals on a regular basis. By using clear and measurable criteria, these measurements not only increase transparency and fairness in the workplace, but also provide a solid basis for management to make decisions regarding rewards, promotions or training. In addition, this process supports employees' personal and professional development by providing constructive feedback on their progress.

Employee performance appraisals are generally conducted by immediate supervisors or managers who have direct insight into the individual's performance. Involving various parties such as co-workers or teams can also be part of the evaluation process, depending on the policies and organizational structure in place. Thus, developing the right questionnaire and involving relevant parties will ensure that the employee performance measurement process provides significant benefits for individual development as well as overall organizational success (Nurjanah & Nuvriasari, 2023).

The employee performance measurement program at PT Cahaya Cipta Makmur begins with the development of a questionnaire that contains a number of important items such as: (1) quality of work, (2) quantity of work, (3) cooperation and communication and (4) skills and knowledge. By using percentage distribution analysis of the questionnaire answers, the results found are as follows:

Table 2. Results of Performance Measurement

Level of Performance	Employee Performance Assessment	Quality of Work Quantity	Cooperation and Communication Skills	Skills and Knowledge
Very Poor	None (0%)	1 employee (4%)	None (0%)	1 employee (0%)
Poor	None (0%)	None (0%)	None (0%)	None (0%)
Fair	3 employees (21,67%)	5 employee (31%)	5 employees (33%)	5 employees (36%)
Good	9 employees (56,67%)	7 employee (44%)	6 employees (38%)	9 employee (58%)
Excellent	3 employees (21,67%)	3 employees (20%)	4 employees (29%)	1 employee (7%)

CONCLUSIONS AND RECOMMENDATIONS

The internship program at PT. Cahaya Cipta Makmur succeeded in identifying and overcoming various major problems faced by the company, such as the lack of formal work regulations, the absence of SOPs in the production unit, inadequate work facilities, and the absence of product catalogs. The drafting of work regulations and SOPs, the provision of work equipment, and the creation of product catalogs have been successfully implemented in accordance with the established plan. Through this program, the company now has clear work rules, SOPs that can be used to improve production consistency and quality, and product catalogs that facilitate promotion and sales.

PT. Cahaya Cipta Makmur's employee job satisfaction is generally high, particularly in job satisfaction, working relationships, and financial compensation. However, there's a notable need for HR development, especially in improving promotion and training opportunities. Employee performance indicates strong work quality, cooperative skills, and adequate knowledge. Recommendations include regular review of work regulations to meet company and employee needs, updating SOPs for technology and production advancements, ongoing hygiene and equipment training, and expanding digital promotion for bakpia products to reach more consumers and expand market potential..

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