



Implementation of Performance Management to Employees at Happy Family KTV Tanjungpinang

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ABSTRACT

Implementing performance management for employees at Happy Family KTV is an important strategy to achieve company goals, improve service quality and maximize customer satisfaction. This research aims to examine the effectiveness of implementing employee performance management at Happy Family KTV, as well as what strategies can be implemented to improve employee performance. The methods used in this research include literature study, observation and interviews. The research results show that implementing performance management at Happy Family KTV involves several stages including performance planning, performance measurement, and performance evaluation. Apart from that, this company also implements a reward and sanction system to motivate employees. Data analysis shows an increase in service quality and customer satisfaction along with the implementation of effective performance management. Strategies that can be used to improve employee performance include training and competency development, providing resource support, and effective communication between management and employees. In conclusion, the implementation of performance management for employees at Happy Family KTV has had a positive impact on service quality and customer satisfaction. Companies need to continue to implement effective strategies to manage employee performance in order to face the challenges of business competition in the future

INTRODUCTION

Performance management is an important aspect in managing and developing a business to remain competitive in an increasingly tight and dynamic business world. Performance management includes the process of planning, measuring, evaluating and developing employees to achieve predetermined company goals. Happy Family KTV, one of the family karaoke service providers in Indonesia, is a company that carries out good performance management. In this article we will discuss the application of performance management to employees at Happy Family KTV and how it contributes to the company's success in the entertainment industry. As a company operating in the entertainment sector, Happy Family KTV must always provide the best service to every customer who comes to us. Therefore, employee efficiency is essential to create an attractive and pleasant atmosphere for customers. To improve employee performance, performance management must be carried out effectively and efficiently. The implementation of performance management at Happy Family KTV includes many stages, namely planning, implementation, measurement and evaluation. Planning includes setting work goals and objectives as well as developing performance indicators that employees must achieve. Implementation includes training and developing employees so that they have the skills and abilities necessary to do the job. Performance measurement is carried out by recording and tracking employee performance, based on predetermined performance indicators. Performance appraisal includes assessing employees on their job performance, as well as providing feedback and suggestions for improvement. In implementing performance management, Happy Family KTV also uses a number of strategies to be able to achieve company goals optimally. One solution is to provide incentives and rewards for employees who perform well and achieve predetermined goals. This will motivate employees to always dedicate themselves to the company and create a conducive and harmonious work environment. In conclusion, implementing performance management for Happy Family KTV employees is an important aspect in creating a superior and successful business in the entertainment industry. With the support of high-performing employees, businesses can continue to grow, meet customer expectations, and achieve long-term success.

LITERATURE REVIEW

Work Management

Performance management according to (Hidayati et al., 2014) is a process of managing, directing, planning and completing employee work results and management always focuses on maximizing employee work performance. And performance management according to (Rasyada & Idawati, 2021) reveals that performance management is a progressive operational process in measuring performance development in an organization. Meanwhile, according to t (Rismawan, 2017), performance management is a means of communication that is carried out continuously within the company structure between subordinates and managers.

This communication system includes a number of activities aimed at creating clarity in procedures and work processes to be carried out by workers. Therefore, feedback or two-way communication will be a way to jointly improve the quality of employee performance and avoid ineffective employee performance. Performance management according to (Tsauri, 2014) explains that employees must understand the company's goals, vision and mission, and employees must follow the goals achieved by the company, therefore employees must improve their performance to produce quality performance. And according to (Firdaus, 2018), performance management is also a process that aims to create better value in a company, team or individual by measuring and managing performance management, so that employees not only achieve personal goals but also play an important role in the organization. achieving goals. This creates greater motivation and satisfaction to achieve company goals or objectives.

In several research sources it can be explained that performance management above can be understood as an active process of managing company management resources that adapt to performance by implementing a continuous and continuous communication process regarding the company's vision and mission. in an effective approach. Strategy is the driving force that helps a company achieve its goals. And performance management is a series of activities starting from implementation planning, reviewing, monitoring and evaluating employee performance and these activities also need to be carried out continuously.

Performance

(Marsudi & Robie, 2021) Performance is the level of success in completing a particular task, and performance is also successful because a person or individual completes the task effectively and efficiently so that the work is successful. What is obtained will be of quality value. Performance plays an important role in the work process of employees in an organization to realize optimal, orderly, timely and targeted work results. Therefore its performance is used as a key factor in changing the direction of a company. (Marsudi & Robie, 2021).

According to (Prawisma, 2017) performance is the actual or actual behavioral attitude that exists in a person or individual towards something, work performance creates effective work results for employees depending on their role in the company. Quality employee performance will play an important role for the company in helping to improve or develop the business with human resources and asset capacity, the results of employee work in the company are an internal or individual form, that each employee benefits from allowances and less and has a standard level differences regarding the ability of each employee to carry out their duties in their respective fields. (Nursam, 2017).

From several theories above, it can be concluded that performance is a result of work created by employees when carrying out tasks or activities carried out by employees to achieve the goals, mission and vision of the company or organization. In conclusion, performance is the result of the work of individuals in a company who carry out activities or carry out them in accordance with their responsibilities and can have a significant impact on a company's performance.

Performance Management System

According to (Damayanti & Karim, n.d.) explains that a performance management system is an assessment system based on systematic and certain procedures to present and communicate information that reflects the performance and characteristics of an effective process that allows analysis as a guide for taking the required activities.

Performance management activities must be considered as data that must be related to other broad elements . A maximum management system will increase profits for the company because it can carry out all aspects of the company.

Performance Assessment

The human resources function is related to the performance management process. According to (Utama, 2019) performance appraisal is a process within a company that requires companies to evaluate, assess and measure employee performance accurately and thoroughly. This assessment process is very important to the company's effectiveness, such as training activities and employee performance development. Therefore, performance appraisals can be used as important information for companies to evaluate employee performance and provide feedback to employees about actual performance.

According to (Amin, 2015) performance appraisal is an absolute activity process that must be carried out to determine the work results achieved by each employee in a company. Meanwhile, according to (Eko, 2017) explains that the definition of performance appraisal is employee performance evaluation which plays a role in measuring employee performance in performance management activities.

Therefore, performance appraisal measures or evaluates employees who have achieved the level of performance expected by the company. From several applied sources, performance management assessment has become a very significant role for companies in carrying out a performance process. Performance appraisal is a supporting factor for the success of the performance management process in the company. Therefore, performance assessment indirectly reflects a company's strategic plan.

Performance Evaluation

(Kirana, 2017) explains that performance evaluation is an evaluative argument regarding an individual's attitudes, behavior and/or rewards as a basis for planning decisions for individual training and development. Performance evaluation is carried out in the performance assessment and performance measurement process. From the results produced by performance evaluation, it will provide feedback on performance goals and objectives which will be carried out in stages to improve performance in the future. Therefore, performance evaluation is also needed in the decision-making process regarding human resources by providing input, development and training, transfers and dismissals.

According to (Mauliana et al., 2018), he believes that performance evaluation is a policy result that has value from the results of policy goals or targets. Performance evaluation is very helpful in making policy decisions in an organization. From several opinions about performance evaluation theory, the

conclusion is that the comparison of a goal to be achieved in solving a problem with a real event, so it can be explained that performance evaluation carries out an analysis of events whether the policy should be reviewed or continue.

METHODOLOGY

This research uses descriptive research with a qualitative approach. This research explains how to implement performance management at Happy Family KTV Tanjungpinang. According to (Darmalaksana, 2020) This type of qualitative research is data or information collected by researchers to provide research results in the application of performance management by presenting research reports. Data collected by researchers is a result of the process Direct interviews with objects related to the implementation of performance management at Happy Family KTV Tanjungpinang.

RESULT AND DISCUSSION

Happy Family KTV is a family karaoke business that offers entertainment to customers in the area. Happy Family KTV was founded in 2022 in Tanjungpinang for the first time and is still active today. Happy Family KTV is a former Inul karaoke because the place was empty and the sound system was still complete, so it was filled with family karaoke. In order to improve company performance, it is necessary to implement effective and systematic performance management. The performance management system that has been implemented by the Happy Family KTV Company is:

1. Planning

Planning implementing performance management at Happy Family KTV is an important step in creating an efficient and productive work environment. Before planning performance management, Happy Family KTV must develop a clear vision and mission as well as long and short term goals to be achieved. After establishing vision and mission, management needs to identify KPIs that are relevant and used to measure staff and team performance. These KPIs should align with business objectives and include aspects such as productivity, efficiency and customer satisfaction. Happy Family KTV shall develop an effective system for managing staff performance, such as a performance appraisal system, reporting system, and appropriate performance management technology. Happy Family KTV also prepares training and development plans to improve staff competency, so that they can achieve the set targets. To motivate staff, management needs to create a fair and attractive incentive and reward structure. This structure must be based on individual and team performance, and also consider customer satisfaction and achievement of business goals. After carrying out these steps, Happy Family KTV management can start implementing the performance management strategy that has been prepared. Careful planning will ensure a smooth and effective process and provide positive results in achieving business goals.

2. Coaching

The management system is closely related to coaching, where the Happy Family KTV company is very responsible in carrying out training methods for each new employee who will be trained and given detailed direction and company policies, so that all work cycles and deeper clarity can be obtained. good results for the Company. Happy Family KTV implements a system of hearing, seeing and observing every employee's movements and HRD steps in to become a coach. Happy Family KTV also implements a coaching system with the team, namely team observations or problems that must be resolved so that performance cycles do not collide and hinder employee performance. By implementing coaching in implementing performance management at Happy Family KTV, the organization will increasingly support employee development, create a positive work environment, and optimize operational performance to achieve desired business goals.

3. Reviewing

In the performance management system, the company Happy Family KTV implements reviewing to review decision results and employee performance. Companies must routinely evaluate employee performance, both individuals and teams, and use the results of this evaluation as a basis for decision making for further development as well as appropriate rewards and incentives. After the performance evaluation, the company holds review sessions with employees to discuss results that have been achieved, identify areas that need improvement, and plan steps for further improvement and development carry on.

4. Rewarding

Rewarding or giving awards is one of the important aspects in performance management, because it can provide motivation and appreciation to employees cloud for achievements and contributions from employees. Company Happy Family KTV mem provide inseincentives and financial bonuses for employees who successfully achieve good performance , so that employees feel more motivated at work and it is more profitable for the Company. Apart from financial incentives and bonuses, the company also provides flexible policies , such as existing employees receiving higher incentives than new employees . By implementing an effective and diverse rewarding system at Happy Family KTV, companies can increase employee motivation and satisfaction, thereby having a positive impact on the company's overall performance and productivity.

CONCLUSION AND RECOMMENDATION

Performance management is important in an organization like Happy Family KTV to achieve goals and increase customer satisfaction. Implementation of performance management for employees Happy Family KTV involves several aspects such as planning, coaching, reviewing, and rewarding. Employees who feel motivated and satisfied with their performance management will tend to maintain good cooperative relationships with management, thereby influencing the level of productivity at work. To improve employee performance, companies must continuously create a conducive situation for employees to develop and implement effective performance management.

SUGGESTION

In order to improve employee performance at Happy Family KTV Tanjungpinang, it is recommended that management continue to improve the assessment, training and reward systems that are fair and objective. Apart from that, maintaining a comfortable and conducive work environment, as well as ensuring that management has good leadership, will also help improve employee performance and satisfaction.

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