

Analysis of Work Motivation and Compensation in an Effort to Increase Employee Morale at Barracuda Barbershop in Lamongan

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Article Info	ABSTRACT
Keywords: Work Motivation, Compensation, Work Morale.	This research uses qualitative research which is a research method based on the philosophy of post-positivism, used to research on the condition of natural objects, (as opposed to experiments where the researcher is the key instrument, sampling of data sources is carried out purposively and snowball, collection techniques with tri-analysis data analysis are inductive or qualitative, and the results of this research emphasize meaning rather than generalization. Research results from facts that occur in the field show that providing motivation to employees has a considerable role in increasing the work morale of employees. Providing motivation by giving awards for every achievement that has been made by employees is intended to motivate the work spirit of employees, both outstanding and non-achievers, so that they can improve their performance like their colleagues who have received awards. The conclusion of the results is that work motivation and compensation play a role in efforts to increase employee morale, as the main factor that is the driving force in efforts to increase the morale of employees of Barracuda Barbershop is the provision of compensation given to employees and the researcher suggests that the provision of motivation is given with various new formulas to employees, which is focused on the development of knowledge and insight of employees Barracuda Barbershop. This motivation can be provided in the form of training or seminars that contain outside the world of Barbershop work. For example, with training on the business world, this is so that employees have the spirit to continue to develop.
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INTRODUCTION

The development of the business world in this modern era has brought many changes to the existing industrial patterns, in the development in the era of the Industrial Revolution 4.0, the industrial pattern that originally ran conventionally is now shifting to digital-based industries. Business has many important variables that entrepreneurs must have to develop and run a business consistently and gradually towards the vision and mission that has been initiated by a company. The main fundamentals that must be owned and paid attention to by every entrepreneur are regarding Human Resources Administration (HR).) is a science and art that aims to effectively and efficiently manage the relationships and functions of the workforce to contribute to the achievement of the goals of the organization, employees, and society. Hasibuan (2016:10)

Human resource management is not something that happens overnight. Humans have always had a natural tendency to form organizations and social groupings, and human resource management has been practiced and developed to date. Different resources are used by business organizations as corporate inputs to produce outputs in the form of products and services. Resource management is located in the connecting line between inputs and outputs, this shows that MSDM also has an influence on increasing the quantity and quality of output produced by the company.

The human resource management study contains several things that are oriented towards improving the quality and quality of employee performance owned by each company. Some of the strategies in it are increasing work motivation and compensation given to employees and implementing rewards and punishments

Human resource management not only has a positive impact on improving the quality of employees and the quantity and quality of output produced by the company, but on the other hand, human resource management can also be inversely proportional to have a negative impact if the decision-making made by business owners in human resource management is not appropriate in the sense that it is not based on SWOT analysis research on the company or is not in accordance with the needs.

Human resource management is needed in every business of any type, including companies engaged in the world of haircut fashion or often known as Barbershop. Companies engaged in this field also need to be based on good human resource management in order to provide the best quality service output which will also have an impact on increasing the revenue generated by the company. Human Resource Management includes two things in an effort to increase employee morale, including providing motivation and compensation to employees.

Motivation is defined as the desire to work as hard as possible to achieve organizational goals, and it is influenced by the company's capacity to meet various customer needs. According to the motivational perspective, the drive is given to act in some way by taking into account the direction, intensity, perseverance, and achievement of goals. Hasibuan (2017). All income received by workers in the form of money or commodities in return for their services to Hasibuan's company is referred to as compensation (2010: 118).

RESEARCH METHODS

The research method in this study, the author uses a qualitative method. With sampling methods, namely Population Techniques, Samples, Data Collection Methods in this Study Through Observation, Documentation, Interviews and Questionnaires given to the Management and employees of Barracuda Barbershop

RESULTS AND DISCUSSION

This study selected Barracuda Barbershop managers and staff members as informants because they were considered representative in terms of data collection for this study. With key informants, namely Mr. Teguh and Mr. Soeharto as Manager and Owner, as for those who are non-key informants, namely Mas Fatir Rizqo, Mas Slamet Naufal, Mas M. Jauhar Ihsan as Barracuda Barbershop Employees. As for the table

The research informants are as follows:

Table 1 Characteristics of Informants by Job Title / Occupation

No	Name	Department
1.	Firm	MANAGER AND OWNER
2.	Soe Hartomo	MANAGER AND OWNER
3.	Fatir Rizqo	EMPLOYEES
4.	Slamet Naufal	EMPLOYEES
5.	M. Jauhar Ihsan	EMPLOYEES

The research described above produced findings after data was collected from informants selected by the researcher using qualitative research techniques. This researcher used a qualitative method on the analysis of work motivation and compensation in an effort to increase employee morale at Barracuda Barbershop in Lamongan.

The results of research from facts or phenomena that occur in the field show that providing motivation to employees has a considerable role in increasing the morale of employees. The motivation provided by Barracuda Barbershop to employees is by giving awards for every achievement that has been made by employees, this is aimed at motivating and generating enthusiasm in employees, both achievers and non-achievers, so that they can improve their performance like their colleagues who have received awards.

Reward and Punishment is one of the ways used by Barracuda Barbershop in motivating employees, this application has two purposes besides motivation through rewards given to employees. Barracuda Barbershop also provides punishment or sanctions to employees if they experience serious mistakes during the work process, this is aimed at maintaining the operational standards owned by Barracuda Barbershop and maintaining the good name of the company.

The strategy used by Barracuda Barbershop is in an effort to increase employee morale in addition to providing work motivation to each employee. Barracuda Barbershop also provides compensation to each employee according to the workload and working hours. Compensation according to the owner can be the main indicator in increasing employee morale because compensation is a goal that employees want to get during work. As for some of the compensation given to employees, there are three forms of compensation, the first is salary compensation which is a right for all employees. The salary compensation is given along with bonus and incentive compensation so that in one compensation to employees get three compensations at once. There is also compensation in the form of non-financial compensation, namely in the form of fulfilling work needs and beyond the needs to increase work effectiveness and efficiency and make employees comfortable at work.

The compensation method applied by Barracuda Barbershop is to give once a week. This is aimed at maintaining the consistency of the work spirit possessed by employees. Based on the results of interviews with employees above, it shows that the main factor that can increase employee morale is the compensation provided by Barracuda Barbershop to employees.

The work ethic possessed by employees has a good impact on the amount of revenue Barracuda Barbershop has. With high morale for work, it results in a multiplier effect in economics which means that it has multiple effects on several aspects. Starting from having

an effect on improving the quality of employees, service quality, service quality, customer loyalty to increasing the income obtained by Barracuda Barbershop in Lamongan.

Employee morale is greatly influenced by salary and morale. Every employee should feel motivated, as this should increase production and ultimately help achieve the organization's goals. with appropriate remuneration that reflects the character and passion of each employee.

CONCLUSION

Concluded from the results of the discussion in the thesis research entitled "Analysis of Work Motivation and Compensation in an Effort to Increase Employee Morale at Barracuda Barbershop in Lamongan" it was concluded that work motivation and compensation play a role in efforts to increase employee morale, as for the main factor that is the driving force in efforts to increase the morale of employees at Barracuda Barbershop, namely the provision of compensation given to employees.

Work spirit has a Multiplier Effect or double effect, this has an impact on increasing the income of Barracuda Barbershop in Lamongan. This section involves summarizing the findings without adding new information from what was stated in the previous section. However, it shouldn't be a word-for-word repetition and what has been discussed in the results and discussion section.

Deductions or conclusions are made from the previous description with the addition of argumentative personal opinions. It should also include the limitations of research in the process, the theories used. The method applied, or the generalization of the results that will serve as the foundation for further research on the subject that serves in response to the observed limitations. In addition, the implications of this study must also be included.

Researcher Realized that the Results of This Study Could Not Be Said to Be Perfect, but Researchers Hope to Provide Input for Barracuda Barbershop

1 For Companies

The researcher suggested that motivation be given with various new formulas to employees, which focused on developing the knowledge and insights of Barracuda Barbershop employees. This motivation can be provided in the form of training – training or seminars that contain outside the world of Barbershop work. For example, it can be filled with training about the business world, this is shown so that employees have the spirit to continue to develop.

2 For Employees

The researcher suggests that employees can continue to carry out their respective tasks better and develop every day, as well as that companies should conduct supervision to assess employee performance, or a special internal audit team can be formed to manage employee performance. to remain in accordance with the operational standards applied.

3 For the Next Researcher

The researcher suggested that research be conducted on other aspects of the human resource management of Barracuda Barbershop employees that can be a factor in the development of the Barracuda Barbershop business in Lamongan.

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