



## Analysis of Work Motivation and Employee Performance in Micro Coffee Businesses in Medan City, Medan Petisah District in 2021

Dorene Syahfitri

Universitas Sari Mutiara Indonesia, Medan

Article Info	ABSTRACT
<p><b>Corresponding Author:</b> Dorene Syahfitri E-mail: <a href="mailto:dorenesyahfitri@gmail.com">dorenesyahfitri@gmail.com</a></p>	<p>Employee work motivation and performance are very important factors. in maintaining company stability in matter competition between cafe And restaurants, to meet the standards that have been set and are needed to survive in the competition that occurs. So in In this study, the author aims to analyze employee motivation and performance at Micro Coffee Enterprises using qualitative methods, namely interviews with employees and owners at Micro Coffee Enterprises. This study concludes that Micro Coffee Enterprises employees feel that overall, they are doing well. Which motivating they in Work However There is a little problem such as the lack of awareness of some employees regarding cleanliness in the workplace environment, and the lack of employees who implement work standards in accordance with the standards set by the Micro Coffee Business.</p> <p><b>Keywords:</b> Motivation Work, Performance Employee</p>

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### INTRODUCTION

The world of coffee in Indonesia is starting to show developments. very rapidly. Coffee lovers are now not only adult men. But also women, teenagers and adults make coffee A necessity to accompany daily productivity. Furthermore, this place to enjoy coffee also serves as a gathering place, holding meetings, and even hosting events. (source: prolegal.id 2018).

The development of the cafe or coffee house industry appears to be growing rapidly in the city of Medan and The number of cafes and coffee shops has increased drastically to fill the city. almost every corner point in the city Medan, However since in the future During the current pandemic, almost all coffee shops have shorter opening hours than before the pandemic, and at night only takeaway is permitted until 21:00 WIB, in accordance with the circular letter of the Mayor of Medan No. 440/4338 concerning the extension of community activities in order to control the spread of the Covid-19 virus in Medan City (Pemekmedan 2021).

In other words, this business seems quite promising. If we explore the streets lined with cafes and coffee shops, such as Jalan Dr. Mansur, Jalan Halat Medan, Jalan Setia Budi, and the Medan Baru area, even in cafes inside malls, and about half of it is filled with young people, and you will find several cafes that offer various facilities offered. Some feature live band performances, DJs (disk jockeys), giant multimedia screens used for group viewings, and free Wi-Fi internet access. And what makes it even more interesting is that each cafe has

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its own distinctive characteristics that are emphasized to win the hearts of its visitors. Some offer atmospheres such as a rural atmosphere, a classic atmosphere, a modern atmosphere. And each cafe has its own distinctive food menu. individually, all of this is done by cafe owners so that their cafe looks different from other cafes. The increase in the number of cafes or coffee shops in Medan City has ultimately given rise to competition in how a cafe or coffee shop can survive and remain viable among the large number of cafes and coffee shops which has more stood before And Which new stand up. Then from That motivational factors need to be reviewed And employee performance on the continuity of the cafe or coffee shop that exist to maintain consistency and established service standards so that can survive in this competition. (Nurul, 2014)

According to Wibowo (2014), motivation comes from the word motive, which is an encouragement or desire for employees to carry out their work according to their responsibilities so that company goals can be achieved. According to Saydam and Kadarisman in (Erri & Fajrin, 2018) stated that there are two factors, namely internal factors that exist within the employee himself, for example the level of personal maturity, desires and hopes, the need for self-actualization, fatigue and boredom, and level of education. External factors that come from from outside employee Also can influence motivation like environment workplace , compensation good, supervision from superiors, complete facilities, awards for achievements, and regulations in the company.

Based on the understanding of motivation according to the experts above, it can be concluded that motivation is an impulse that comes from within or outside a person that moves that person to do something with the aim of fulfilling their needs. Performance measurement is commonly conducted by coffee shop owners to determine the level of performance of their employees. According to (Kasmir, 2016) factors that influence employee performance, namely ability and skills, knowledge, work design, personality, work motivation, leadership, job satisfaction, work environment, loyalty, commitment, and work discipline. According to (Kasmir, 2016) performance indicators are Quality, Quantity, and Time.

Several coffee shops are located in Medan Petisah sub-district and based on the survey I conducted, there are approximately 18 coffee shops, ranging from newly established ones to those that have been established for a long time and which will slowly experience an increase in number. which results in competition. Previously I did light interview with Two employees who work in the Medan Petisah area, who are employees who have worked for a long time in coffee shops in the Medan Petisah area and both work as coffee baristas, said that the increase in the quality of coffee shops is not only from the products offered but also seen from the service of the employees, service Which Good like friendly And seen enthusiastic as well as Establishing good communication with coffee shop customers is important, but this is starting to decline. According to them, the decline The service lies in the decline in employee motivation which of course has an impact on employee performance, this is caused by compensation factors that are not in accordance with responsibilities as well as the amount of work done and an uncontrolled leadership style. As well as *General meetings* held at least once a month which were initially carried out to discuss obstacles that occurred, correct deficiencies and errors that occurred, provide solutions to solve problems that arise. The communication between employees and coffee shop customers, as well as providing opportunities for employees to express their hopes and desires, is no longer active. As a result, the understanding between leaders and subordinates, as well as the closeness between

employees, has begun to decline. I also had a casual conversation with a coffee shop owner in the Medan Petisah area, and he stated that employee performance is quite good, but there are still some issues. Some things that need to be improved include punctuality, absence and lack of communication with coffee shop customers.

Based on results interview And observation with Owner *Micro coffee business* disclose that:

" *During the operational process , many employees are still unable to implement the standards set by this location. Human error persists. Employees are still unfamiliar with clearly implementing Standard Operating Procedures (SOPs), resulting in the Micro Coffee Business's daily operational performance not being in line with its established Standard Operating Procedures (SOPs) .*

Based on a light interview that I previously conducted with the owner of a *micro coffee business* about the low performance of employees there, the researcher was interested in conducting a study entitled *Analysis of Work Motivation and Employee Performance in Micro Coffee Businesses* in the Medan Petisah Area, in order to find out what factors motivate employees. *Micro coffee businesses* operate and the various employee performance assessments conducted by the owner, as the boss or owner of the coffee shop. To analyze employee motivation and performance at micro coffee businesses in Medan Petisah district.

## METHOD

The researcher used a qualitative method because the researcher wanted to know in depth and the truth about what influences work motivation and employee performance in *Micro Coffee Businesses* in Medan Petisah sub-district. The research informants consisted of four people, namely one owner and three employees *of a micro coffee business* located at Jalan S Parman, Medan Petisah District, Medan City. The data source/informant was determined *purposively. sampling* where the selection of samples has been considered by the researcher as well as the sample criteria has known previously. Informant source in This research is grouped into 2 groups of informants, namely:

Data collection methods are systematic and standard procedures for obtaining the necessary data. In a study, the method of obtaining data can be interpreted as a data collection technique. In this study, the data collection method used was interviews. The method used in this research is an *in-depth interview* through an unstructured interview where the formulation and sequence of statements can be clearer and freer so that it will be easier to follow the flow of the informant's conversation. An interview is a conversation with a specific purpose with two parties, namely the interviewer as the subject. The applicant or person who answers the statement. The interview was conducted while sitting together with the information, namely the *coffee shop owner /HRD* and employees who are carried out through *face to face* and using recording devices such as *cell phones* and other tools digital recorder.

Data Analysis Techniques In this study, to test the validity of the data, the researcher used triangulation techniques. Triangulation techniques in this credibility test are defined as checking data from various sources in various ways and at various times. In this study, the triangulation technique used was source triangulation. Source triangulation is used to test Data credibility is carried out by checking data that has been obtained from several sources.

## RESULTS AND DISCUSSION

### Results Study

At this stage, the researcher will explain the most important part that is the focus of the research, namely the analysis of work motivation and performance of employees *of the Micro Coffee Business*, using qualitative descriptive analysis. In this qualitative descriptive research, researchers are required to be able to identify, explain, depict or describe and dig up data based on facts found in the field. which is based on the results of in-depth interviews, direct observation, and documentation at the research location.

The research data was obtained through in-depth interviews conducted by researchers at *micro-coffee businesses*. The informants were the owners and employees of the micro-coffee businesses. as follows :

### Motivation Work

As for the information and the data that researchers get Regarding employee work motivation in *Micro Coffee Businesses* based on the results of interviews and observations, the main points are the work environment, facilities, rewards and regulations which the researcher will describe below.

Based on the results of interviews with informants regarding the work environment around workers or employees, including facilities and infrastructure related to the implementation of work such as the place, operational tools, tranquility, relationships between employees and relationships with superiors in the workplace.

A good, clean, quiet working environment will make employees feel comfortable. so that it causes motivation on employees and will encourage better performance. However, if the environment Dirty and smelly work makes employees uncomfortable at work, which will have a negative impact on their creativity or performance.

Based on the statements of several From the informant, it can be concluded that the researcher asked questions to informant 2 as an employee *of the Micro Coffee Business*, the following answers are based on the results of the researcher's interview with informant 2, who said that the informant liked his workplace.

*" Yes , I can, I like this place because it's nice, but I see some employees who still like to throw rubbish carelessly, if there's a lot of rubbish it will be uncomfortable to work, but if it's clean it will be comfortable, that's why I often reprimand my friends if there are still people who throw rubbish carelessly."*

Based on informant 2's statement, it can be analyzed that a work environment, especially a clean place, can create comfort, thus increasing employee motivation to work in the company. A sense of comfort will make employees feel at home at work, but conversely, if an employee no longer feels comfortable, they will not be happy in the workplace. Increasing employee work motivation is driven by the feeling of comfort they have so that it can work well. According to the informant's statement 2 with initials BD as an employee regarding the environment work is as follows:

*" Yes , because if the work environment is not good then we will not be comfortable working, but here it is very good because we maintain cleanliness."*

In addition, the facilities also encourage motivation. employee at work, such as the interview conducted by the researcher with informant 2 with the initials NV as an employee about whether the facilities provided at the informant's *Micro Coffee Business* at work provide comfort. you at work, here is the answer:

*" Yes , the facilities provided to us are appropriate and support in work"*

Based on informant 2's statement, it can be analyzed that if the facilities provided are appropriate and support the work, it will increase employee motivation. Therefore, if facilities meet needs, employees can easily and comfortably carry out their work. In addition, relationships with fellow employees and superiors can increase employee work motivation, as stated in one of the sources of information during the researcher's interview with informant 2 with the initials BD as an employee of *the Micro Coffee Business* regarding how you resolve problems if a conflict occurs in the workplace. work, Here is the answer:

*" If a problem occurs, I will personally report it to the owner of this place, whether it is a work problem or a conflict between employees here."*

Based on the statement from informant 2, it can be concluded that if there is a problem or conflict in the workplace, employees tend to report it to the owner of *the Micro Coffee Business* to find a middle ground and can be fast resolved, so that the environment permanent job conditioned safe, comfortable And Don't disturb incoming guests. However, if there is conflict in the work environment or employees don't get along, it will reduce employee motivation to work together, while in the workplace, they should be helping each other.

Next, regarding compensation, it is A basic thing that is really needed by everyone. One thing that drives someone to work is the desire to earn sufficient income so that they can meet their needs. daily needs. There are many reasons why someone might leave a job, from minor to major. However, the most common reason cited by employees is compensation. For example, a workplace that hasn't raised the salaries of long-serving employees, or their salaries haven't been paid.

So compensation is the main reason for someone to work. As the results of the researcher's interview with Informant 2: What form of compensation is given at your current workplace that can motivate you to work? Here is the answer;

*" The compensation given to me was in the form of a basic salary. When I received my first salary, I was motivated to work so I could earn more income and meet my own needs."*

Based on the results of the interview with informant 2, the researcher analyzed that compensation in the form of salary is very important for obtaining a decent life so that it can encourage an employee to be more active in working. According to the statement expressed by informant 2 with the initials FT as follows:

*" My motivation to work here cannot be denied that I need it. wages, wages That very important Because we Work "Here we also need money, even though the salary here is sufficient, but if the salary was increased we would definitely be happy."*

Based on the interview results, compensation in the form of salary is very important and the most fundamental aspect of work. Employees' desire for a salary increase will naturally encourage them to work as hard as possible for their employer, so that their superiors will appreciate it. can see his good performance and increase his salary.

Employees inherently need recognition for every achievement they make. This is why *Micro Coffee Enterprises* implement student award for employee which has Good performance or loyalty to *the Micro Coffee Business* . *Micro Coffee Business* provides cash bonuses if employees perform well and meet targets. Management also often provides recognition in the form of praise to employees who perform well and are loyal to *the Micro Coffee Business* so that employees are very enthusiastic about working well. This was

expressed by informant 2 in an interview about In your opinion, is it important for a *Micro Coffee Business employee* to receive performance recognition from *Micro Coffee Business*? Here is the answer:

*" In essence, humans really need recognition, especially me, because if we get recognition, we feel that our work is appreciated."*

Based on results interview from informants 2 with initials FT, then researchers can analyze that recognition can increase employee work motivation because they feel their work is appreciated and they are also happy. with What Which in get from results performance his work. Matter this is the leader play a role important to give confession to employees who have performance that Good And own loyalty to *Micro Coffee Business* to encourage employees to work better.

Besides recognition, employees are also naturally very pleased when their leaders offer *rewards* in the form of additional bonuses. As seen in an interview with informant 2, the following:

*" Rewards are also important, just getting praise from your boss is already nice." especially reward in the form of bonus addition, Certain rather happy".* Based on results interview the, so can analyzed that

Recognition and *rewards* have a big influence in increasing employee motivation and not only recognition in the form of praise but also monetary bonuses from management. Recognition is one thing that can increasing work motivation which can boost employee performance. Likewise with other employees who have not get confession and *reward*, they will more hard working For get confession and *rewards* because the desire to get something increases work motivation

Promotion is the promotion of an employee from a lower position to a higher one. Promotion to a higher position makes the employee more responsible for their position, thus increasing their work ethic, demonstrating to their superiors their sense of responsibility. Furthermore, employee Which get promotion position will more Spirit in working so that it can encourage performance and this is very beneficial for the workplace.

Job promotions make employees more satisfied because they feel noticed and appreciated for their work. This encourages them to work harder because their motivation increases. Job promotions are a powerful factor in increasing employee motivation, encouraging them to be more enthusiastic and active in their work because they feel they have more responsibility than before. This was stated by informant 2, identified only as BD, in an interview:

*" I used to be in the kitchen, but now that I'm the head of the kitchen, I feel more responsible and motivated to work harder."*

Based on the results of the interview with informant 2, it can be analyzed that employee goals and promotions will increase employee work motivation, this is because employees Those who are promoted feel that they have a big responsibility that they have to carry out so that they will maximize their work. by *Micro coffee business* makes employees want to give their best to *Micro coffee business* by trying works better than before.

It can be concluded from several interview results conducted with *Micro Coffee Business employees* regarding the environment that like And comfortable to environment Work, facility Which provided by *the Micro Coffee Business*, facilities have been provided according to the duties of each employee, the directions and regulations given by the

leadership have been implemented well, employees have completed their tasks and in overcome fatigue And Boredom is a problem that employees have their own ways of solving. However, some employees still don't comply with the operational work standards implemented by *the Micro Coffee Business*.

**Table 1.** Matrix Results Interview Motivation Work

No	Question	Informant		
		Informant 2	Informant 3	Informant 4
1	Is the <i>micro coffee business environment</i> where you work? now able to motivate You at work?	Capable, comfortable environment	Capable, the environment is nice	Capable, the environment suits me
2	Do the facilities provided at your <i>Micro Coffee Business</i> provide comfort? You at work?	Already	Yes, Already	Already, according to my duties
3	Form of compensation What Which given where you work now that is able to motivate You at work?	Wages the main thing given to I	Salary and sometimes there is the bonus that given	Monthly salary And Also bonus
4	Directions in what form are given by <i>Micro Coffee Businesses</i> place you work that can motivate you at work?	Lecture directions that motivates me	Job directions to be able to develop further	Directions to work better
5	<i>Reward</i> What that you have received at your local <i>Micro Coffee Business</i> Work?	In the form of bonus	Bonus	<i>Reward</i> changes the usual bonus
6	What regulations are there in <i>the Micro Coffee Business</i> place? Work which can motivate you in Work?	Discipline in Work	Discipline	Discipline and accuracy when working
	How how you solve	Give tell the	Giving problems	Report to the

No	Question	Informant		
		Informant 2	Informant 3	Informant 4
7	problem if a conflict occurs in <i>the Micro Coffee Business</i> place Work You?	owner	to the owner	owner this place
8	Whether your wishes and goals for the future while working at <i>Mauku Coffee</i> ?	Go on wages	Go on position	Go on wages
9	What factors cause you to experience fatigue and boredom? while you work at <i>Micro coffee business</i> ?	Moment there are many guests	When there are many guests, especially Saturday and Sunday	When there are many guests, and There is Which not in
10	Do you think it is important for a person <i>Micro Coffee Business</i> employees receive recognition performance from <i>Micro coffee business</i>	Need	Very necessary	Of course just important

### Performance Employee

Basically, an employee in carrying out the tasks assigned to him is expected to demonstrate performance. Which best Which Can shown by employee the, Apart from that, the performance shown by an employee is of course influenced by several factors which are important for improving work results which are the goal of the organization or agency where the employee works. The data and information obtained through interviews and observations regarding employee performance at *the Micro Coffee Business* include the quality of work accuracy, discipline and work standards.

Based on the results of interviews conducted by researchers with informant 1 as the owner of a *micro coffee business*, that:

" *performance is one of the keys to success in an organization" or company, like Which We know together Micro coffee businesses also place a high value on employee performance. Therefore, they strive to maximize employee performance to boost profitability. employee performance.*"

*Micro Coffee Business* has been improving the quality of employee performance in all forms of activities, providing facilities, and other activities . Supported by the use of advanced information technology-based facilities and infrastructure, along with reliable and dedicated human resources, it is hoped that this will enable satisfactory employee performance. Employee discipline is also a key factor in supporting a company's success, particularly in

terms of employee performance. If employees lack discipline, operations will suffer. well. By Because

Therefore, each agency has its own rules to maintain employee discipline. However, even though there are regulations Which written, fixed still only There is violation small Which happens, like Still there is something late with various type Besides that, there are also employees who leave during working hours. However, there is still tolerance for lateness as long as it's no more than 5-10 minutes. Likewise, for employees who leave during working hours, the exception is for work-related matters. Informant 1, the owner of *a micro-coffee business*, echoed this sentiment:

*" Every agency has its own regulations to maintain employee discipline, especially in a micro-coffee business like this. While some employees may still commit violations, they are still within reasonable limits, as they are not... violation Which "It's fatal. For example, some employees are still a few minutes late in their attendance, but as long as they're not more than 5-10 minutes late, that's still tolerable."*

These factors significantly impact employee performance and can also cause disruptions in the execution of work tasks. This is due to the ineffectiveness and inefficiency of overall management, resulting in unfairness and imbalance in the organization of work tasks. Furthermore, these factors also impact the employees themselves. Some employees are highly disciplined, while others are less so, which impacts them. process cooperation between employee. For balance

In this situation, *Mauka Coffee* also applies sanctions to employees who violate the rules. The severity of the sanctions depends on the The type of violation committed. It is hoped that these sanctions will further improve employee discipline. This was expressed by informant 1, the owner of *a micro-coffee business*, as follows:

*" Every employee has a different personality; some have low levels of discipline, while others have high levels. To balance this, Mauka Coffee implements sanctions for employees who violate these rules. The severity of the sanctions depends on the type of violation. This aims to improve employee discipline and prevent employees who have committed violations from repeating them."*

Employees are important assets for every organization or agency. Qualified employees will significantly support the success of an agency. To achieve quality performance, it must be balanced with the capabilities of qualified employee resources. As expressed by informant 1, the owner of *a micro-coffee business*, as follows:

*" Every employee has different levels of ability. Some are highly productive, while others are mediocre; therefore, balance is necessary. However, these existing qualities need to be developed through strong motivation so that their abilities align with the development of other employees, ensuring that they remain relevant and maintain their quality."*

*The Micro Coffee Business* aims to maintain and improve the skills of employees, both old and new, so that the balance in working between employees is maintained and employees can carry out their duties optimally. Based on the results of the interview with informant 1 as the owner of a micro coffee business, it can be analyzed that motivating employees in carrying out their work is important, because it can encourage them to work well, this is driven by strong motivation from each employee.

Based on the results of interviews and observations that the researcher obtained from

informant 1 as the owner of the micro coffee business above, it can be concluded that the performance employee in *Micro Coffee Business*, some large number of employees in *Micro coffee business* is good at carrying out the tasks given by management according to the respective employee sections, but there are still some... some employees who are not disciplined and do not comply with work regulations with the operational standards of work that exist in *the Micro Coffee Business*

**Table 2** Matrix Results Interview Performance Employee

No	Question	Informant 1
1	Have your employees demonstrated results quality work in terms of accuracy, precision and skill in the work?	That's it, but there are still some employees who do it. error while working
2	Is the employee's alertness in finish his job Already in accordance with standard Which You apply?	Part Already, part Not yet, because there are still some unsuitable employees standard
3	Are your employees able to demonstrate the quality to work? together in a team, both with superiors and fellow employees in completing tasks work Which There is in <i>Micro coffee business</i> ?	In working together with employees I'm good, and they help each other in finish work
4	According to You whether employee You have capable responsible answer on trust Which You give?	Yes, during this time employees I all Can I believe
5	Do you think your employees are own level of initiative who is good at his job?	So far they have only followed my instructions, the rest is not yet visible. initiative Which significant
6	your <i>Micro Coffee Business</i> employees? Already in accordance with Which You expect?	For moment This not yet, because there are still some employees Which undisciplined

## Discussion

### Motivation

There are many causes and reasons why people want to work. Reason all person Work naturally want to get rewards and welfare to obtain a decent life. Employees work because they want to get compensation for the work they do. from the agency Working properly will motivate employees to work because of the desires they want to achieve. Researchers found factors that can improve employee performance in *Micro Coffee Businesses* through a field approach and descriptive analysis. With the existence of motivation like there is compensation, Recognition, *rewards*, and the work environment influence employee performance. Work motivation will increase if a person receives rewards from the workplace

for the strongest reasons. working is to earn a living through the rewards that are obtained from the agency where they work. If the agency provides compensation in the form of rewards to its employees, employee motivation will increase, encouraging them to be more enthusiastic about their work and, of course, improving their performance. These rewards serve as a motivational factor to boost the performance of *Micro Coffee Enterprise employees*.

at *Micro Coffee Businesses* desire a clean and pleasant work environment . However, some employees still litter. Therefore, *Micro Coffee Businesses* strive to create a clean and pleasant work environment. environment the work that Good and healthy. *Micro coffee business* create environment Which Good with tighten A brotherly relationship and mutual assistance, as well as mutual advice and reprimands for employees who litter, are essential for creating a clean and healthy environment. A good and healthy work environment will make employees feel comfortable at work. Both physical and non-physical work environment conditions can provide a sense of comfort and happiness to employees while carrying out their activities.

Regarding work in *a micro-coffee business*, it's clearly closely related to salary or compensation. Initially, people work because they want to earn an income to live a decent life. *Micro-coffee businesses* provide appropriate salaries to their employees so that they can thrive. no more complaining about wages and work with good according What *Micro Coffee Businesses* want . *Micro Coffee Business* employees all need a salary because the main goal of someone working is to get a salary that is appropriate for their daily living expenses.

Compensation given to employees will make employees more motivated at work so it will have an effect Good for productivity because there are incentives to strengthen the motivation within oneself and will create a sense of satisfaction. Performance will be good if work motivation is strong, for that reason Usually agencies use compensation as a motivator to strengthen and increase employee work motivation with the aim of encouraging for employee more maximize performance And naturally *The output* of providing compensation will have a positive impact on the agency itself.

This research is in accordance with the theory stated by Sutrisno (2017:33) that motivation is a stimulant of desire and the driving force of a person's willingness to work because each motive has a specific goal that it wants to achieve. Study This Also in accordance with study the previous one A study conducted by Randy (2016) entitled "Analysis of Work Motivation at *Folks Coffee and Tea* Surabaya" shows that employees feel their salaries are sufficient to meet their daily needs, leading to high work motivation.

### **Performance Employee**

Informant 1, as the owner *of a micro-coffee business*, focuses more on implementing motivators to boost employee performance. Based on the research results, the researcher identified several motivational factors. Work in encouraging the performance of *Micro Coffee Business employees* includes: compensation in the form of salary rewards, recognition, and working environment conditions.

*Micro coffee business* does many things to increase work motivation in encouraging employee performance by using Motivators include: *Micro Coffee Business* provides recognition in the form of awards and *rewards* to employees who have good performance. *Micro coffee business* give confession And award in the form of Cash bonuses and praise are offered. This is done to increase employee motivation and boost performance and productivity. Recognition is a form of appreciation offered by *micro-coffee businesses* to

employees who excel and excel at their work. Employees are valuable assets for *micro-coffee businesses* and must be cared for. Employees who excel are given special treatment to maintain and improve their work performance. This can also stimulate and motivate them. other employees to follow in the footsteps of their high-achieving colleagues.

*Micro coffee business* will promote employees to higher positions if they are deemed worthy. Eligibility is assessed based on employee loyalty and good performance. Promotion is an effort undertaken by *the Coffee Micro Business*. to stimulate and increase his motivation in a positive way and take part in advance *Micro coffee business* with capital performance the work that Promotions make employees more responsible in carrying out their work. Furthermore, promotions can improve work morale, motivating promoted employees to strengthen their work ethic and provide reciprocal rewards to the institution that has entrusted them.

*Micro Coffee Businesses* have provided to their employees certainly has a return. If *Micro Coffee Businesses* care about their employees' welfare, so employees too will give Which best by working optimally so that And horse win-win solution. Regarding work facilities at *the Micro Coffee Business*, they are almost fulfilled but must still be... There is good maintenance. This will ensure smooth operations. The success of a *micro-coffee business* must be supported by employee welfare. If employees are happy, they will be happy to work and contribute their best to *the micro-coffee business* . Conversely, if a *micro-coffee business* neglects employee welfare, their work motivation will decline and they will even seek employment elsewhere. *Micro-coffee businesses* must create extrinsic motivators to encourage optimal performance.

Work motivation needs to be considered by leaders because it is a crucial factor in improving employee performance. Good performance will affect the survival of *micro coffee businesses* . Therefore, *Micro coffee businesses* must pay attention Employee well-being can help them feel at home and stay. If employees feel comfortable at work, it will certainly have a positive impact on *micro-coffee businesses* .

This research is in accordance with the theory put forward by Priansa (2017:51) who states that performance is the result produced. by a specific job function or activity at a specific job during a specific time period This research also in accordance with study previously carried out by Bonita (2017) with title Analysis Performance employee in *Coffee Milk* Surabaya. This research shows that employee performance is good in carrying out each task and job.

## CONCLUSION

Based on the results of research and discussion of research in *Micro Coffee Business* Road S Parman Subdistrict Medan Separator City Medan, then The researcher can draw the following conclusions: The implementation of employee work motivation at *the Micro Coffee Business* in Medan Petisah District is good. Employee performance at *the Micro Coffee Business* in Petisah District is still lacking, because in operations, many employees are still unable to apply the standards of *the Micro Coffee Business*. This research shows that there are still other variables that need to be considered in research. Further research should add other variables that can influence employee performance .

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