

Application Of Performance Management On D'sayur Tanjungpinang

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Abstract. D'Sayur as an e-commerce platform that focuses mainly on selling fresh vegetables, faces rapid market dynamics and fierce competition. Operational complexity and optimal customer service needs lead to the need to implement performance management. The purpose of this study is to examine the impact of the implementation of performance management on D'sayur with a focus on operational changes, customer feedback and its contribution to D'Sayur's business growth located Jl. R.H.Fisabilillah No.7 KM 8 Atas, Tanjungpinang. Research methods include implementation management analysis, operational monitoring and customer response evaluation. A qualitative approach is used to refine the results. The implementation of Sayur activities is able to improve operational efficiency, achieve better customer satisfaction and have a positive impact on the overall growth of the company. The results of this study provide an in-depth understanding of the importance of performance management to support the smooth operation and growth of the vegetable business. The impact includes the development of performance management strategies that are targeted and responsive.

Keywords : Performance Management, Operational Efficiency, Customer Satisfaction, Competitive Strategy

INTRODUCTION

In the context of the implementation of performance management d'vegetable is the dynamics of e-commerce market vegetables that continue to grow. As a platform that connects vegetable producers and consumers, d'sayur faces several contextual aspects that affect its performance management strategy. One of them is a quality vegetable store established in 2020, namely a vegetable retail store.

D'vegetable online Vegetable Market operates in a rapidly changing market. Changes in consumer preferences, health trends, and innovations in electronic commerce technologies are key factors affecting the context of implementing performance management. D'sayur must maintain the efficiency of the vegetable supply chain, including the procurement, storage, and delivery processes, in carrying out its operations.

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delivery processes, in carrying out its operations. Implementing performance management is key to ensuring every step of the operation runs efficiently.

In a highly competitive environment, customer experience becomes an important factor. D'sayur vegetable performance management implementation should focus on improving service, responsiveness, and customer satisfaction. D'sayur relies heavily on technology to carry out its operations. The implementation of performance management should be integrated with high-tech solutions to maximize efficiency. In the context of sustainable business, the implementation of D'sayur performance management must be planned in such a way that it promotes long-term business growth and ensures sustainability in the face of fierce competition.

By understanding the context, D'sayur can design performance management strategies that are relevant and meet market demands and business objectives. In recent years, the use of electronic commerce in the vegetable sector has increased. The changing habits of consumers who are increasingly turning to online purchases of plant-based products pose the need to implement effective performance management. for example, in this vegetable origin Tanjungpinang

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The introduction of performance management at D'sayur Tanjungpinang is a strategic step to optimize operations and provide a satisfying shopping experience. In a constantly changing business environment, performance management plays an important role in setting clear goals, monitoring achievements, and responding flexibly to market changes.

Vegetables is not just an e-commerce platform, it represents a paradigm shift in consumer demand for ease of access to fresh vegetables. Its existence reflects a response to health trends and public awareness of nutritional considerations. However, its success also brought significant management challenges in terms of both operations and customer satisfaction.

Performance management can help the management process of the company and employees to achieve the desired goals well. Performance management is also a system that connects employees with the company. In its application, performance management plays a role in achieving the best results for employees. Performance management itself in a company system is very useful not only as an application for employees, but also for the company itself. The good performance of employees largely depends on the success of the company in the future. The importance of implementing Performance Management in the company is very important.

Faced with fierce competition and rapid changes in consumer preferences, d'sayur's challenge is to continuously improve its operations. At the same time, growth opportunities lie in its ability to design unique shopping experiences that meet customer needs.

LITERATURE REVIEW

A. Performance

According to (Windaryadi and Surajiyo, 2020), performance is a strategic and integrated approach towards the sustainable success of an organization by improving the performance of its employees and developing team skills and individual contributions.

According to (Wahyudi, 2020), efficiency is the result of a process that is referred to and measured within a certain period of time based on previously established regulations or agreements. Good employee performance has a direct impact on the performance of institutions, and improving employee performance is certainly a time-consuming and lengthy

process (New Decade for Social Change, 2020). Performance is the success of a person in carrying out a task, the work results that a person or group of people in an organization can achieve in accordance with their authority and responsibilities, or how a person is expected to perform and behave in accordance with their duties. attributed to him.

B. Performance Management

According to (Yuningsih et al., 2019), performance management is a series of activities ranging from planning, monitoring, evaluating and awarding rewards or punishments that are carried out continuously.

According to Armstrong, performance management is a strategic and integrated approach to achieving the sustainable success of an organization by improving the efficiency of its employees and developing the skills of teams and individual actors. A performance management system is developed from the point of view of functioning as a work process consisting of interrelated activities that must work together effectively (A New Decade for Social Changes, n.d.).

According To (M. Performance et al., 2017), performance management is a series of activities in the HR management cycle that is directly related to the achievement of goals and objectives in the implementation of the company's vision and mission. Consistent implementation of performance management helps employees achieve company goals effectively (Nugroho et al., 2015).

According to Wibowo, the implementation of performance is very important for every company to achieve its goals by organizing harmonious and structured cooperation between managers and subordinates. Performance management is realized when there is a synergistic relationship between superiors and subordinates and the desire to jointly realize the vision and mission of the company. Performance management starts from strategic planning to performance evaluation and performance improvement. Therefore, it is a comprehensive process (Prof. Dr. Wibowo S.E., 2018).

C. Employee

Employees are assets of the company, the existence of employees is still very important today, without employees there would be no mobility and no production process of the company.

According to the Labor Law No. 13 of 2003, article 1 Paragraph 2, a worker is any person who has the ability to work to produce good goods and services that meet personal and social needs in internal and external relations. .

According to Hasibuan (2003), employees are sellers of services (mind or energy) and receive a predetermined reward.

D. Implementation of performance management system

As we know today, the implementation of a performance management system requires the participation of several actors. A successful communication plan must be implemented before the system is implemented in order to be accepted by the performance management system. Part of the communication plan includes an explanation of the appeals process, training and development of staff performance. In Nigeria, Sule-Dan and Ilesanmi (2015) investigated the organizational impact of discipline on organizational performance in the public sector, with a focus on the Nigerian Customs Service, where the main objective of the study was to determine if there is a relationship between disciplines. . and public performance and efficiency. The study measures the effectiveness of organizations using Care in employee selection, the need for an effective system of incentives, rules and regulations, awareness that rules are adhered to (Muthoni Nduati and Wanyoike, n.d.).

RESEARCH METHOD

The type of method used is a qualitative method. because a study that aims to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts of individual people where this research is conducted in the field by observing the events that occur.

The main subject of this study is the director of the manager who is a giver of more information on the company which is also supported by other informants at the store Fresh Market d'sayur tanjungpinang objective Dsayur Tanjungpinang store.

ANALYSIS AND DISCUSSION

D'sayur takes an approach in setting performance goals to support their business goals in the context of vegetable e-commerce. This process includes analysis of market data, customer feedback, and evaluation of historical performance. The aim is to increase sales, improve operational efficiency and develop innovative vegetable products.

Aligning goals with business vision is a key focus of the strategy for identifying and setting performance goals. The implementation of performance management carried out by D'sayur has a significant positive impact on the growth of the company. Thanks to an effective performance management strategy, sales increase significantly. In addition, market share increased reflecting the successful implementation of profit targets and growth strategies.

D'sayur faces a number of obstacles and challenges in the implementation of performance management, including the complexity of market dynamics and intense competition. The most important challenges are technological limitations, changing consumer trends, and rapid market response. But with a commitment to innovation and adaptability, the company was able to overcome most of these barriers.

Facing the challenges of the future, d'sayur has a sustainable development plan in the implementation of performance management. The plan includes investments in the latest technologies, increased operational capacity and the development of more effective marketing strategies. Focusing on continuous experiential learning and market responsiveness, the company is committed to remain an innovator in online vegetable retailing.

D'sayur's performance management evaluation includes evaluation of various aspects including achievement of objectives, response to market dynamics, positive impact on Business Growth, Management of obstacles and sustainability plans. In this implementation phase, they form a dedicated team to implement performance objectives, provide related training, and present these objectives to the entire team. Training of rapid response teams, implementation of market trend monitoring systems and integration of customer feedback into strategy changes.

Train the right team to ensure a thorough understanding of performance goals, adaptation strategies, and the use of new tools or systems. In the implementation phase of D'sayur performance management, the priority is team coordination, implementation of changes and regular monitoring to ensure continuity and success of strategic implementation. D'sayur then goes through the evaluation phase, such as speed and accuracy in responding to market changes and industry trends. This assessment is the basis for improving performance, identifying development opportunities and ensuring adaptability in D'sayur.

CONCLUSION

D'sayur online shopping platform that focuses on the sale of fresh vegetables, provide a significant positive impact on the growth of the company with the implementation of performance management. The strategy is based on identifying performance goals that support business goals, respond quickly to market dynamics, and simplify operations.

D'sayur was able to increase sales and significantly increase its market share, reflecting the successful implementation of performance management. Although the company faces challenges related to complex market dynamics and intense competition, it is able to overcome these barriers through its commitment to innovation and adaptation.

The process of implementing performance management includes the formation of one's own team, relevant training and regular monitoring. This team plays an important role in responding quickly to market changes and understanding profitability objectives thoroughly. Continuous evaluation includes evaluation of achievement of objectives, response to market dynamics and positive impact on Business Growth.

D'sayur has a sustainable development plan that includes investments in the latest technology, increased operational capacity, and more effective marketing strategies. The company remains committed to being an innovator of online vegetable business, learning from experience and answering market needs. Therefore, the implementation of D'sayur performance management not only improves operational efficiency and customer satisfaction, but also creates a solid foundation for the sustainable growth of online vegetable business.

SUGGESTION

D'sayur's development strategy focuses on continuous training of internal teams to improve their ability to adapt and respond to market changes with innovation skills and in-depth understanding of consumer trends so that the D'sayur team can become effective agents of change

Strengthening internal capabilities will enable d'sayur to remain a pioneer in vegetable e-commerce, quickly respond to evolving market needs, and maintain an edge over fierce competition.

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