

ABSTRAK

Metode Penilaian Kinerja Karyawan Sebagai Dasar Pemberian *Reward* Pada Umkm Bubur Ayam Joli

Yuliyana
NPM 062240632956

Penelitian ini dilatarbelakangi oleh belum adanya sistem penilaian kinerja yang terstruktur dan sistem *reward* yang masih bersifat informal pada UMKM Bubur Ayam Joli sehingga berpotensi memengaruhi motivasi dan produktivitas karyawan. Penelitian ini bertujuan untuk menganalisis aspek produksi, keuangan, pemasaran, dan sumber daya manusia serta menentukan penilaian kinerja karyawan sebagai dasar pemberian *reward* mempergunakan metode *Analytical Hierarchy Process* (AHP). Penelitian dilaksanakan pada UMKM Bubur Ayam Joli di Kota Palembang. Penelitian menggunakan pendekatan *mixed methods* dengan subjek penelitian terdiri atas pemilik usaha sebagai informan utama dan pihak yang memahami kondisi kinerja karyawan sebagai responden penelitian. Teknik pengambilan sampel yang dipergunakan adalah *purposive sampling*. Pengumpulan data dilakukan melalui observasi, wawancara, dokumentasi, dan penyebaran kuesioner. Analisis data kualitatif dilakukan secara deskriptif, sedangkan data kuantitatif dianalisis mempergunakan metode *Analytical Hierarchy Process* (AHP) untuk menentukan bobot prioritas setiap kriteria penilaian kinerja. Hasil penelitian mengindikasikan, aspek produksi, pemasaran, dan keuangan telah berjalan dengan baik, namun pada aspek sumber daya manusia masih ditemukan permasalahan terkait disiplin kerja, tanggung jawab, dan sistem *reward* yang belum berbasis kinerja. Hasil analisis AHP mengindikasikan, kriteria sikap memiliki bobot tertinggi sebesar 0,335564, diikuti absensi dan kedisiplinan sebesar 0,185639, kerja sama sebesar 0,151474, serta tanggung jawab sebesar 0,141683 dengan nilai *Consistency Ratio* sebesar 0,071829 yang menunjukkan penilaian konsisten. Penerapan metode AHP diharapkan dapat membantu UMKM dalam menyusun sistem penilaian kinerja dan pemberian *reward* yang lebih objektif, adil, dan transparan sehingga dapat meningkatkan motivasi, produktivitas, dan kualitas pelayanan karyawan.

Kata Kunci: Penilaian Kinerja Karyawan, *Reward*, UMKM, *Analytical Hierarchy Process* (AHP).

ABSTRACT

Employee Performance Assessment Method as the Basis for Rewards at Bubur Ayam Joli MSME

Yuliyana
NPM 062240632956

This research is motivated by the lack of a structured performance assessment system and the informal reward system at Bubur Ayam Joli MSME, potentially impacting employee motivation and productivity. This study aims to analyze production, finance, marketing, and human resources aspects and determine employee performance assessments as the basis for rewards using the Analytical Hierarchy Process (AHP) method. The research was conducted at Bubur Ayam Joli MSME in Palembang City. The study used a mixed methods approach, with the business owner as the primary informant and those familiar with employee performance as the respondents. The sampling technique used was purposive sampling. Data collection was conducted through observation, interviews, documentation, and questionnaires. Qualitative data analysis was conducted descriptively, while quantitative data were analyzed using the Analytical Hierarchy Process (AHP) method to determine the priority weighting of each performance assessment criterion. The research results indicate that production, marketing, and finance have been running well, but in the human resources aspect, problems remain related to work discipline, responsibility, and a reward system that is not yet performance-based. The AHP analysis results indicate that attitude has the highest weighting at 0.335564, followed by absence and discipline at 0.185639, cooperation at 0.151474, and responsibility at 0.141683, with a Consistency Ratio of 0.071829, indicating consistent assessments. The application of the AHP method is expected to assist MSMEs in developing a more objective, fair, and transparent performance appraisal and reward system, thereby increasing employee motivation, productivity, and service quality.

Keywords: Employee Performance Appraisal, Rewards, MSMEs, Analytical Hierarchy Process (AHP).