

Received : November 31, 2022

Accepted : December 21, 2022

Published : March, 2023

**Conference on Community Engagement Project**  
**<https://journal.uib.ac.id/index.php/concept>**

## **Development Of Performance Management System (Hr) In New Mart Minimarket**

**Tia Jesi<sup>1</sup>, Antony Sentoso<sup>2</sup>**

Universitas Internasional Batam

Email of correspondence: [1941274.tia@uib.edu](mailto:1941274.tia@uib.edu)

### **Abstract**

New Mart Minimarket is a business owned by Mr. Yoki Liberty which was founded on October 12 2018 and is located in the Nusa Jaya Complex Block A No. 26,27,28 Sungai Panas, Batam city. This business is engaged in retail, which sells various kinds of daily needs. The purpose of this practical work is to assist MSMEs in implementing work procedures according to company operational standards. The data collection technique used was conducting interviews and observations. The result is the application of appropriate standard operating procedures, company profiles, organizational structures, job descriptions by preparing reports and explaining to employees regarding all material so that it can assist owners in improving and maintaining the good name of the company, increasing accountability such that employees work according to their respective duties and responsibilities.

**Keywords:** *Minimarket, standard operating procedure, company profile, organizational structure, job description*

### **Introduction**

New Mart Minimarket is a business engaged in the retail sector which sells various kinds of daily necessities. New Mart Minimarket has a vision and mission. The vision is to become a trusted and superior local retailer, especially in terms of professional service in the management process and meeting the needs and expectations of consumers. The mission is to provide satisfaction to customers which focuses on the quality of services and products and provides a comfortable shopping place and a strategic location. New Mart Minimarket, which is a business owned by Mr. Yoki Liberty, which was founded on October 12 2018 and is located in the Nusa Jaya Complex Block A No. 26,27,28 Sungai Panas, Batam city. This mini market is open every day from

09.00 WIB to 23.00 WIB. Then the employees working in the minimarket consist of 12 employees. Based on current conditions, the owner of the New Mart minimarket explained that the business does not have a Standard Operating Procedure yet so that employees often make mistakes, especially regarding certain work procedures and are often not responsible for the work they have done, who wants to do it, when should it be done and how the work process is done.

This New Mart Minimarket does not have a profile yet, which profile plays a very important role in terms of the existence of a company's business that contains information and matters of increasing customer awareness, of course, from here it can also attract the attention of certain customers. Then there is no organizational structure and job description so it could result in different duties and responsibilities of an employee. Thus, so that New Mart Minimarket can develop and be successful in the future, an SOP system is implemented for store management, complete with profiles, organizational structure and job descriptions. Competition in a market for retail development is increasing rapidly and growing, giving rise to intense competition in an effort to dominate the market. Of course, the company's business, especially the retail sector, is required to be able to carry out its position and strength well so that it can compete in a particular retail world. In this case there is also a goal that is to achieve the target of the company itself. In addition, the Company in terms of activities and activities must not be separated from transaction calculations to fulfill the company's activities in providing a product to be marketed to customers. To be able to facilitate activities at the minimarket for employees properly, a minimarket requires a concept of rules that can assist employees in work activities which are called Standard Operating Procedures (SOP). In addition to the important Standard Operating Procedure (SOP) in a minimarket, profile also plays an important role. So this profile contains more clear data about the mini-market business so that customers who shop at the mini-market can feel confident in the business owner for the products or goods offered. After the profile, the next step is about the organizational structure. So from this organizational structure we can find out the activities or lines of a certain authority that are ongoing at the minimarket. This structure can usually determine the existing tasks can then be grouped and differentiated into several work areas. From the differences in these fields, one thing is needed, namely applying job descriptions where this job description can assist management in carrying out analysis and assisting in job descriptions. To expedite the writing of practical work reports, the authors will make problem boundaries. While carrying out practical work at the New Mart Minimarket, the discussions covered included; Designing and implementing a Standard Operating Procedure (SOP) system. Then, Create a profile, organizational structure and job description. The

purpose of making standard operating procedures are consistency which is this SOP is made so that employees can carry out their duties by consistently meeting predetermined standards and performance. Clarity of tasks; this SOP is made so that every working employee can know their duties clearly. Clarity of plot; SOPs can clarify the flow of tasks, authority and responsibilities of each employee. The target for this activity is the implementation of a standard operating procedure (SOP) equipped with a profile, organizational structure, job description which can be used as a matter of standardizing the way employees do it in terms of completing work and avoiding certain mistakes. Then, it wants to help employees to be more independent and there are no obstacles to intervening management problems. Furthermore, improve things related to accountability in minimarkets with the process of documenting responsibilities for carrying out tasks. The outputs of the activities or results of the practical work that has been carried out are reports regarding the implementation of standard operating procedures (SOPs) in one file in the form of Microsoft word or power point presentation, 1 profile frame for display in minimarkets, 1 banner for minimarkets and 1 job frame. description of each employee who works in the minimarket.

<b>Tanggal Pelaksanaan</b>	<b>Agenda</b>
01-09-2022	<ul style="list-style-type: none"> <li>- Search for information about the location of the practical area</li> <li>- Confirmation of partner availability</li> <li>- Checking around practical area</li> <li>- Interview with owner in practical area</li> </ul>
02-09-2022 – 10-09-2022	<ul style="list-style-type: none"> <li>- Preparation of reports</li> <li>- Process of chapter 1</li> </ul>
11-09-2022 – 20-09-2022	<ul style="list-style-type: none"> <li>- Process of chapter 2</li> </ul>
21-09-2022 – 28-09-2022	<ul style="list-style-type: none"> <li>- Process of chapter 3</li> </ul>
29-09-2022 – 12-10-2022	<ul style="list-style-type: none"> <li>- Process of chapter 4</li> <li>- Creating minimarket profile</li> <li>- Creating organizational structure</li> <li>- Creating job description</li> </ul>
13-10-2022 – 28-10-2022	<ul style="list-style-type: none"> <li>- Process of chapter 4</li> <li>- Creating SOP (<i>Standard Operating Procedure</i>)</li> </ul>

28-10-2022 – 14-11-2022	Testing, making revision & explaining theory and material about SOP (Standard Operating Procedure)
15-11-2022 – 30-11-2022	Complete practical work report

### Methods

The first data collection technique is observation. Before conducting interviews, the authors made observations and visited direct locations, namely the New Mart minimarket. The author makes observations by looking at how the system or rules of the minimarket control the rules for employees. Apart from that, observe what business owners do not implement in running minimarkets. After observing things that have been implemented or not implemented by the company, the authors conduct interviews with business owners directly. In conducting interviews, the business owner explains the background of the company's operations and the problems currently faced by the company. The author conducted interviews, of course, to obtain data related to the implementation of new systems such as making SOP systems, profiles, organizational structures, job descriptions at the minimarket. As for the documentation carried out by the author when he visited the location directly, namely in the form of photos of the minimarket, photos of the arrangement of goods on shelves and photos of the daily process of running the minimarket business. The following is the budget for the implementation of activities, namely as follows:

**Table 3.1 Schedule of Job Training Implementation at the New Mart Minimarket.**

	Activity plan	Budget type	Volume	Unit	Price	Total
	Observation & interview	Consumption cost	10	times	Rp 50,000	Rp 500,000
		Transportation cost	10	kali	Rp 70,000	Rp 700,000
		Internet connection fee	10	GB	Rp 88,000	Rp 880,000

External design	Module preparation cost	1	piece	Rp 500,000	Rp 500,000
	System design cost	2	piece	Rp 200,000	Rp 400,000
Reports	Consumable expense	5	piece	Rp 50,000	Rp 250,000
<b>TOTAL BUDGET</b>					Rp 3,230,000

**Table 3.2 Activity Implementation Budget**

### **Result and Discussion**

#### Design Outer Activities

This minimarket is expected to be able to provide good and satisfying service to customers and increase revenue turnover for the welfare of a company's business. In this case, the writer needs expertise in matters that are thoroughness, skill, patience, friendliness and responsibility for the tasks given by the writer. In carrying out practical work activities, the author is given a task at the minimarket in order to understand the systematics of how it works. The author carried out the task for three months, starting from September 5, 2022 to December 5, 2022. The author's duties while carrying out activities at the minimarket are as follows:

1. Make a minimarket profile according to the data provided by the business owner.

Output 1



Source: Author (2022)

2. Making an organizational structure according to the position of employees in the minimarket.

Output 2



Source: Author (2022)

3. Making job descriptions in accordance with the duties of each employee at the minimarket.

Output 3



**JOB DESCRIPTION**

**MINIMARKET NEW MART**

Nama Jabatan: Pemilik Minimarket	Nama Jabatan: Kepala Minimarket	Nama Jabatan: Kasir/Manajemen bagian belakang
<p>Tugas dan tanggung jawabnya:</p> <ul style="list-style-type: none"> <li>Melaksanakan kegiatan usaha secara keseluruhan.</li> <li>Melakukan kegiatan pelayanan kasir/kepala bagian minimarket.</li> <li>Melakukan kegiatan pembelian dan penjualan.</li> <li>Melakukan kegiatan lain.</li> <li>Melakukan hal lainnya.</li> </ul>	<p>Tugas dan tanggung jawabnya:</p> <ul style="list-style-type: none"> <li>Melakukan kegiatan usaha secara keseluruhan.</li> <li>Melakukan dan memantau kegiatan pelayanan seluruh kasir/kepala bagian.</li> <li>Melakukan dan memantau kegiatan lain.</li> <li>Melakukan kegiatan pembelian dan penjualan.</li> </ul>	<p>Tugas dan tanggung jawabnya:</p> <ul style="list-style-type: none"> <li>Melaksanakan tugas dari atasan sesuai dengan area perintah dari kepala minimarket.</li> <li>Melakukan inventarisasi barang dalam toko.</li> <li>Melakukan kegiatan penjualan barang kepada pembeli sesuai dengan sistem barang sesuai ketentuan barang yang tertera.</li> </ul>
<p>Nama Jabatan: Promosi</p> <p>Tugas dan tanggung jawabnya:</p> <ul style="list-style-type: none"> <li>Melakukan promosi atau kampanye di toko.</li> <li>Melakukan kegiatan pembelian dan penjualan.</li> <li>Melakukan inventarisasi pembelian dan penjualan barang.</li> </ul>	<p>Nama Jabatan: Kasir</p> <p>Tugas dan tanggung jawabnya:</p> <ul style="list-style-type: none"> <li>Melakukan kegiatan pembelian dan penjualan barang oleh pelanggan atau konsumen.</li> <li>Melakukan atau dalam pembelian barang konsumen.</li> <li>Melaksanakan tugas dari atasan sesuai dengan area perintah dari kepala minimarket.</li> </ul>	<p>Nama Jabatan: Kasir/Manajemen bagian depan</p> <p>Tugas dan tanggung jawabnya:</p> <ul style="list-style-type: none"> <li>Melaksanakan tugas dari atasan sesuai dengan area perintah dari kepala minimarket.</li> <li>Melakukan kegiatan pembelian kepada pelanggan atau konsumen.</li> <li>Melakukan inventarisasi pembelian barang.</li> </ul>



Source: Author (2022)

4. Perform SOP preparation in accordance with the rules that exist in minimarkets.

Output 4



**NEW MART**  
KOMPLEK MUSA JAYA BLOK A NO. 18. RT. 19 SUNGAI PANAS, BATAM KOTA  
SOP (Standard Operating Procedure) TATA KELOLA MINIMARKET  
NEW MART



Source: Author (2022)

### Outcome Implementation Process

In carrying out practical work activities starting from September 5 to December 5 2022, the author was assisted by the head of the minimarket, Mr. Wissen Krisnanda, to understand how activities were carried out in the minimarket, introduced employees and informed the business system in the minimarket. The initial stage before starting practical work activities, the author conducted interviews with the owner of the minimarket, namely Mr. Yoki Liberty and discussed the business background, description of the company and the problems being faced in the work environment, got to know the position of all employees in the new mart minimarket along with their duties what they do in their daily activities. In addition, Mr. Wissen Krisnanda as the head of the minimarket introduced several business units in the minimarket and introduced employees. In this practical work, the writer himself cannot directly carry out the assignments given, so the writer needs a process of adaptation, communication, cooperation, with the team. The author must collect data while in the minimarket. After collecting data, the writer determines the type of standard operating procedure that is suitable to be applied to the practical workplace. By

determining this SOP, the authors designed a Standard Operating Procedure (SOP) strategy for managing retail stores, complete with profiles, organizational structures, job descriptions at the New Mart Minimarket.

#### Conditions After Implementation

After doing practical work and applying the profile, organizational structure, job description, and SOP (Standard Operating Procedure) at the New Mart minimarket. There are several developments that have been assessed by the head of the minimarket, namely:

1. brand awareness in minimarkets is getting better.

The profile that has been created for the minimarket increases brand awareness and gets a positive impression from customers who have shopped at the minimarket.

2. Customers know in detail about the minimarket's vision and mission.

A good minimarket can develop because there is a clear vision and mission. Customers who shop at minimarkets feel more confident about the goods offered by employees.

3. The division of tasks or departments is clearer.

After the implementation of the organizational structure that was displayed in the minimarket and directions from the head of the minimarket, employees know more about the job description according to their position and department more clearly.

4. Increase work motivation for employees.

With a clear organizational structure and employee work positions, employees feel more motivated in carrying out their work in order to achieve targets in their daily work activities.

5. Reducing internal conflicts that occur in minimarkets.

With the implementation of job descriptions in minimarkets, employees are responsible and no longer discriminate between tasks and learn to understand each other's tasks so that there will be no differences of opinion or conflicts between one another.

6. With the implementation of SOP (Standard Operating Procedure), employees are not haphazard in preparing goods.

Employees arrange goods according to categories such as the confectionary section, namely biscuits, fresh & frozen such as ice cream and fruits, basic commodities such as rice, sugar and flour, drinks consisting of mineral water and various types of drinks such as coca-cola, sprite, pocari, a special stationary area, namely writing instruments and so on, a special cosmetic area, namely powder and bath soap.

7. With the implementation of SOP (Standard Operating Procedure), employees who work in stores understand and carry out their work properly and know when work must be done at the right time, for example employees who have positions as cashiers may not leave the cashier's place during working hours, employees who the position of the warehouse section checks stock when stock comes in and when the stock is prepared in the store, other employees such as the sales assistant always serve customers when customers need them.

### **Conclusions**

After carrying out practical work at the New Mart Minimarket which is located at Complex Nusa Jaya Block A No. 26,27,28, Sungai Panas, Batam city. The author gains new experiences, of course, in a world environment at work. The author carried out practical work for three months, from September 5, 2022 to December 5, 2022. Based on an experience from the author during practical work, it can be concluded that:

1. This practical work is very useful and provides input especially to a student such as being able to gain knowledge or an insight into the world of work and training a student so that it is easier for him to adapt to a new environment.
2. The author gains new experience and can certainly find out how the management and management systems are at the New Mart minimarket.
3. During the practical work process, the writer can communicate well at the New Mart minimarket.
4. The author can understand the duties of an employee at a minimarket and of course it is not easy to carry out certain work matters because for each particular job there is a huge responsibility.

### **Suggestion**

After carrying out practical work at the New Mart Minimarket located in the Nusa Jaya Complex Block A No. 26,27,28 Sungai Panas, Batam city, the author has suggestions, namely:

For authors:

1. Prior to the work process of a practice at New Mart Minimarket, it is best for the writer to be able to prepare himself well so that the writer himself can always be ready in terms of facing a problem or regarding the obstacles that will be faced.
2. Writers must communicate well with managers, administrators, and members so that it makes it easier for writers to be accepted by their environment in a new way.

For corporate business parties:

1. Expand activities on training, guidance, and motivational matters so that the performance of employees at New Mart Minimarket can always improve.
2. The company's business party from the Minimarket may reproduce information or data and matters regarding promotion to other people who will later participate actively in relations regarding certain participation.

## References

- Triznawati, A., & Khairunnisa. (2018). Strategi Marketing Mix Guna Meningkatkan Penjualan Pada Mini Market Z-Mart Banjarbaru. *Jurnal Kindai*, 14(3), 210–217.
- Darono, H. E. (2019). Perencanaan Strategis Sistem dan Teknologi Informasi Pada Industri Retail dengan Pendekatan Cassidy. *Inti Nusa Mandiri*, 13(2), 1–8.
- Andi Asrijal, Rusnaedi, & Irmawati. (2021). the Effect of Organizational Culture on Employee Performance At Alfamidi Prosperity Minimarket Outlet Soppeng. *International Journal of Social Science*, 1(4), 473–482. <https://doi.org/10.53625/ijss.v1i4.741>
- Raharso, S. (2022). Building Knowledge Sharing Through Self-Efficacy and Organizational Citizenship Behavior. *Jurnal Bisnis Dan Kewirausahaan*, 18(2), 160–174. <https://doi.org/10.31940/jbk.v18i2.160-174>

- Chaniago, H., Mulyawan, I., Suhaeni, T., & Jumiyani, R. (2019). Faktor Kunci Keberhasilan Ritel Modern Di Indonesia. *JURNAL AKUNTANSI, EKONOMI Dan MANAJEMEN BISNIS*, 7(2), 201–208. <https://doi.org/10.30871/jaemb.v7i2.1726>
- Ilhamsyah, I., Mulyani, A., & Oktariansyah, O. (2021). Faktor Yang Berpengaruh Terhadap Loyalitas Pelanggan Minimarket OMI Koperasi Universitas PGRI Palembang. *Jurnal Media Wahana Ekonomika*, 18(1), 80. <https://doi.org/10.31851/jmwe.v18i1.5589>
- Makkira, Gunawan, & Munir, A. R. (2016). Pengaruh Disiplin Kerja, Komitmen Organisasi, dan Lingkungan Kerja Terhadap Kinerja Karyawan Pada PT. Trans Retail Indonesia (Carrefour) Cabang Panakkukang Makassar. *Jurnal Mirai Management STIE Amkop Makassar*, 1(1), 211–227. <https://journal.stieamkop.ac.id>
- Maret, S., Saroch, M., & Widodo, J. (2017). Strategi Pengembangan Usaha Minimarket Di Koperasi Mahasiswa (Studi Pada Koperasi Mahasiswa Universitas Sebelas Maret). *Economic Education Analysis Journal*, 6(2), 621–635.
- Oky, D., & Maria, M. (2016). Pengaruh Display Produk Dan Suasana Toko Terhadap Pembelian Impulsif Pada Minimarket Rafa Mart Padang. *EJournal Ilmu Administrasi Bisnis FISIP Unmul*, 4(2016), 683–697. [http://ejournal.hi.fisip-unmul.ac.id/site/wp-content/uploads/2016/08/Jurnal Nur Maya Sari Rahmadana \(08-12-16-06-09-21\).pd](http://ejournal.hi.fisip-unmul.ac.id/site/wp-content/uploads/2016/08/Jurnal Nur Maya Sari Rahmadana (08-12-16-06-09-21).pd)