Leadership Oversight In Improving Employee Work Productivity
At UD Prima Gorontalo

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Abstrak

This study aims to determine the Supervision of Leaders in Increasing Employee Work Productivity at UD Prima Gorontalo. Research initiatives are job standards, assessment standards, and evaluation standards. Jenis research used descriptive qualitative. Data collection techniques are Observation Techniques, wawancara and secondary data records. The results showed that the standard aspects of work by employees have not achieved the targets or targets expected by the company. Dari the standard aspect of assessing employee work results is only based on the results of achievements or targets determined by the company, but does not assess other aspects such as hard work, motivation, and sincerity of employees at work, and it seems that the leader in this case the manager forces or spurs employees to achieve targets. Dari the standard aspect of evaluating the implementation of leadership evaluations, it is not carried out directly to UD. Prima. So far, the leadership or director has evaluated more through Video Coall or Zoom than coming directly to UD. Prima.. It is suggested in this study that the leadership clarify the work standards imposed in the company, so that employees in carrying out work achieve the goals and targets that have been determined. The need for leaders in assessing employee work results is not focused on the results of achieving targets alone, but needs to prioritize other aspects that employees have. The need for leaders in the implementation of evaluations, referring to predetermined evaluation standards, namely the leadership conducts a direct evaluation of the company, so that the company's development can be known directly by the chairman or director of the company.

Keywords: Leadership Supervision, Work Productivity

Abstract

This study aims to determine the Leader's Supervision in Increasing Employee Work Productivity at UD Prima Gorontalo. The focus of research is work standards, assessment standards, and evaluation standards. The type of research used is descriptive qualitative. Data collection techniques namely Observation Techniques, interviews and recording of secondary data. The data analysis technique used is a qualitative analysis technique. The results of the study show that the standard aspects of work by employees have not reached the goals or targets expected by the company. From the standard aspect of assessing employee work results only based on the results or targets set by the company, but does not assess other aspects such as hard work, motivation, and sincerity of employees at work, and impresses the leadership, in this case the manager forces or spurs employees to achieve targets. From the standard evaluation aspect, the implementation of the leadership evaluation is not carried out directly to UD. Prima. So far, the leadership or director has conducted more evaluations through Video Coall or Zoom than coming directly to UD. Prima.. It is suggested in this research that the leadership needs to clarify the work standards that apply in the company, so that employees in carrying out work achieve the goals and targets that have been determined. The need for leaders in evaluating employee work results is not only focused on the achievement of targets, but needs to consider other aspects that employees have. The need for leaders in carrying out evaluations, referring to predetermined evaluation standards, namely leaders conducting direct evaluations to the company, so that company developments can be known directly by the leaders or directors of the company.

Keywords: Supervision, Leadership, Work Productivity

INTRODUCTION

This modern organization or company in the world, really needs people who are thinking about progress, inovatif, smart and able to work with high spirits. Not only that, the role of human resources is very important in a company to be prioritized in the managerial aspect for increasing
work productivity in the organizational environment. Work productivity is often interpreted as the ability of a person or group of people to produce goods or services. The main purpose of increasing employee work productivity is so that employees at both the lower and upper levels are able to become efficient, effective and productive employees. A productive employee is a dexterous employee and is able to produce goods or services according to the established quality and a shorter time, so that a high level of employee work productivity can be achieved. Thus, it is important to have leadership supervision to increase employee work productivity, so that an organization can develop and can maintain its business. Supervision is very important in every job because with effective supervision, a job will be able to run smoothly and can produce an optimal work.

An organization needs continuous and inherent leadership supervision, by looking at all the company's activities and ensuring that the planned goals can be achieved. By doing this, it can reduce mistakes made by employees and can see how well employees perform in carrying out their work.

Supervision becomes the duty and responsibility of leaders or managers, they have been appointed by the company to carry out activities and control the policies of the company. Supervision is carried out to strive so that commitments to the duties and responsibilities that have been given can be implemented. The smoother the work and accompanied by good supervision, the better the work will succeed. With effective supervision, it will encourage employees to be more active in working in producing and completing their work well.

Effective and capable leadership supervision can affect the productivity of their employees, will have an impact on the behavior of their employees in carrying out tasks or activities as well as possible, so that work productivity increases. In this regard, making in an organization there needs to be continuous supervision of the leadership so that the planned goals can be achieved, including in increasing employee work productivity.

UD Prima Gorontalo is a trading business engaged in mobile phones and electronics located in Gorontalo with 10 employees. These electronic items such as air conditioners, fans, refrigerators, TVs, washing machines, speakers, karaoke tools etc. This business has succeeded in attracting a large number of consumers both in the city and outside the city who have a wholesale and retail sales system. This business was established in 2017.

Based on preliminary observations made by researchers at UD Prima Gorontalo, it shows that leadership supervision has not been effectively carried out in increasing employee work productivity, both in terms of work standards, assessment standards, and evaluation standards.

First, the standard of work is still not clearly carried out by the leadership, this can be seen from the implementation of the work to achieve goals and targets less based on existing standards or rules. This condition causes negligence in work carried out by employees. This results in a decrease in work productivity or work results, for example, delays in checking sales reports, and bank mutations, including the achievement of sales of merchandise on a monthly basis such as mobile phones and electronics are not achieved, both inner-city and out-of-town sales that have a wholesale and retail sales system.

Second, the assessment standards are not optimal, this can be shown from the results of sales achievements not in accordance with the targets set by the company, for example cellphones and electronic goods in the form of air conditioners, fans, refrigerators, TVs, washing machines, speakers, karaoke tools that are ready to be sold in detail and retail, but most of them are not sold, and this is the chairman of UD Prima Gorontalo sometimes does not know it, because the level of leadership attendance is very lacking in supervising their employees, because so far the leadership lives in Manado City, so the leadership does not supervise directly to their employees, this has an impact on the work productivity of karwayan at UD Prima Gorontalo.

Third, the evaluation carried out by the leadership on employees at UD Prima company is still lacking, this is shown by the fact that there are still employees who are lazy to work, this can be seen from consumers who come not directly served, employees only chat with other fellow employees, enter work not on time, there are employees who sell mobile goods and electronics out of town such as to Palu City, Central Sulawesi, sometimes go home less according to the schedule set
by the company for various reasons made. Employees who commit such irregularities are never given sanctions or other corrective actions by the leadership or manager. Leaders or managers lack decisiveness, so these conditions can affect the level of work productivity of employees at UD Prima Gorontalo.

This phenomenon is a reference for researchers to examine leadership supervision in increasing work productivity at UD Prima Gorontalo, especially the relationship between leaders and employees so that they work well in achieving common goals. The role of leaders at UD Prima in supervising their employees is highly expected so that employees are directed and professional, making it easier to achieve the goals to be achieved together.

Based on this description and to find out whether supervision can increase employee work productivity, it is necessary to conduct further and intensive research. Therefore, peneliti is interested in conducting a study with the title "Leadership Supervision in Increasing Employee Work Productivity at UD Prima Gorontalo."

Literature Reviews
Understanding Leaders
According to (Sudriamunawar, 2016), a leader is someone who has certain skills that can influence his followers to cooperate towards achieving predetermined goals. According to (Nawawi, 2016) says that the leader is the one who leads. Furthermore (Kartono, 2009) states that the leader is a person who has a certain superiority, so that he has the authority and power to move others to do joint efforts to achieve certain goals. According to (Ermaya Suradinata, 1997) a leader is a person who leads a group of two or more people, both organizations and families.

Supervision
Supervision in general can be defined as the way an organization realizes effective and efficient performance, and further supports the realization of the organization's vision and mission (Fahmi in Sondole et al., 2015). Supervision as one of the management functions which is an uninterrupted process to maintain the implementation of duties, functions and authorities does not deviate from the rules that have been set in order to achieve organizational goals (M. Kadarisman, 2012). Meanwhile, according to (Siagian, 2019) supervision is the entire effort to observe the implementation of operational activities to ensure that these various activities are in accordance with the previously established plan. According to (M. Kadarisman, 2012) the function of work supervision is to create conditions that can support the smooth and stipulation of the implementation of duties, policies and regulations per law carried out directly by superiors. According to (Daulay, 2017)(Daulay, 2017) the purposes and objectives of work supervision include:
1) As a way to find out the course of work whether it can run smoothly or not.
2) Can correct mistakes made by karaywan and prevent the occurrence of the same mistakes again.
3) Knowing the use of the budget whether its use has been in accordance with the established plan or not.
4) Knowing whether the implementation of the work has been in accordance with the work program.
5) To find out the result of the work when compared with the established plan.

Work Productivity
Definition of Work Productivity
Productivity is generally defined as the relationship between output (goods or services) and inputs (labor, materials, money). Productivity is a measure of productive efficiency. A comparison between output and input results. Inputs are often limited to labor, while outputs are measured in physical units, forms, and values (Edy Sutrisno, 2011).

According to Deddy Mulyadi, (2015) productivity is definable, is the result of the work of a person or employee who compares between inputs and outputs. Meanwhile, according to Sutrisno, (2011), work productivity is a mental attitude. A mental attitude that is always looking for
improvement towards what has been there. It is a belief that one can do a better job today than
 tomorrow and tomorrow is better today.

Factors Affecting Work Productivity

Employee productivity is influenced by a wide variety of factors, both internal and external. Menurut Sutrisno, (2011) several factors that affect productivity are:

1) Training
   Job exercises are intended to equip employees with skills and appropriate ways to use work equipment. For this reason, job training is needed not only as a steamer but also to provide the basics of knowledge. Because practice means that employees learn to do things really and precisely, and can minimize or deny mistakes that have been made.

2) Mental and physical abilities of employees
   The mental and physical state of employees is very important to be a concern for the organization, because the physical and mental state of employees has a very close relationship with employee work productivity.

3) The relationship between superiors and subordinates
   The relationship between superiors and subordinates will affect the activities carried out on a daily basis. What is the view of the superior towards subordinates, the extent to which subordinates are included in the determination of goals. Intertwined attitudes have been able to increase employee productivity at work.

METHOD

This research uses a descriptive type of qualitative approach. Descriptive research qualitative approach, according to Bogdan and Taylor in (Moleong, 2018), as a research procedure that produces descriptive data in the form of written or spoken words from people of observable behavior. The data sources used are primary data sourced from informants as well as secondary data obtained from various literature related to the discussion of this study. Data collection techniques are carried out by observation, interviews and documentation (Creswell, 2015). Data analysis through the stages of data reduction, data presentation and drawing conclusions.

RESULTS AND DISCUSSION

Result

The results of research on Leadership Supervision in Increasing Employee Work Productivity in terms of work standards, assessment standards, and evaluation standards have not been effectively carried out.

a. Standards of Work
   The standard of work in the study is a target, target, goal and work effort of employees within a certain period of time that has been set, including the standard work carried out at UD Prima Gorontalo. The results of the research show that Leadership Supervision in Increasing Employee Work Productivity as seen from the aspect of work standards has not been carried out. Because the implementation of work standards by the leadership is still unclear, so it has an impact on the results obtained on what is done by employees has not reached the targets or targets expected by the company, where the achievement of merchandise sales on a monthly basis such as mobile phones and electronics is not achieved, both in-city and out-of-town sales that have a wholesale and retail sales system have not been in accordance with the targets expected by the company.

b. Assessment Standards
   Assessment standards are one of the focuses discussed in this study. Assessment standards are comparing the results achieved with targets or standards that the company has set, whether employee productivity is higher or lower or equal to the standard. Including the assessment standards conducted at UD Prima Gorontalo. The results showed that Leadership Supervision in Increasing Employee Work Productivity as seen from the aspect of assessment standards has not been carried out. Because
the assessment of employee work results is only based on the results of achievements or targets determined by the company, but does not assess other aspects such as hard work, motivation, and sincerity of employees at work, and it seems that the leader in this case the manager forces or spurs employees to achieve targets. This caused polemics among employees, but the employees could not do anything because they were only workers. So they just accept it. This of course will directly reduce the work productivity of employees.

c. Evaluation Standards

Evaluation standards in research are measurements or improvements in an activity carried out, such as comparing the results of activities that have been planned by the company, including the standard evaluation carried out at UD Prima Gorontalo. The results of the research showed that Leadership Supervision in Increasing Employee Work Productivity as seen from the aspect of evaluation standards was less effective. Because the implementation of the leadership evaluation is not carried out directly to the UD. Prima. So far, the leadership or director has evaluated more through Vidio Coll or Zoom than coming directly to UD. Prima. These conditions are not in accordance with the evaluation standards applicable in UD companies. Prima. So that it has an impact on the company's work plan, especially in increasing turnover, increasing revenue every 3 months, and achieving sales targets, sometimes not achievable, but reported to the leadership to achieve the target. For this reason, in order to make the evaluation more effective, the head or director of the company conducts an evaluation directly, namely by coming directly to the UD company. Prima in Gorontalo.

Discussion

a. Occupational Standards

The standard of work in the study is a target, target, goal and work effort of employees within a certain period of time that has been set, including the standard work carried out at UD Prima Gorontalo. The results of the research show that Leadership Supervision in Increasing Employee Work Productivity as seen from the aspect of work standards has not been carried out. Because the implementation of work standards by the leadership is still unclear, so it has an impact on the results obtained on what is done by employees has not reached the targets or targets expected by the company, where the achievement of merchandise sales on a monthly basis such as mobile phones and electronics is not achieved, both in-city and out-of-town sales that have a wholesale and retail sales system have not been in accordance with the targets expected by the company.

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CONCLUSION
The results of the research are seen from the aspect of work standards have not been optimally carried out, because the application of work standards by the leadership is still unclear or not in accordance with the guidelines or references for carrying out job tasks, thus impacting the results obtained on what is done by employees has not achieved the goals or targets expected by the company. Dari aspects of the assessment standards have not been optimally carried out, because the assessment of employee work results is only based on the results of achievements or targets determined by the company, but does not assess other aspects such as hard work, motivation, and sincerity of employees at work, and it seems that the leadership in this case the manager forces or spurs employees to achieve targets. The standard evaluation aspect has not been effectively carried out, because the implementation of the leadership evaluation is not carried out directly to the UD Prima. So far, the leadership or director has evaluated more through Vidio Coll or Zoom than coming directly to UD Prima. These conditions are not in accordance with the evaluation standards applicable in UD companies. Prima. So that it has an impact on the company's work plan, especially in increasing turnover, increasing revenue every 3 months, and achieving sales targets, sometimes not achievable, but reported to the leadership to achieve the target. The suggestion in this study is that the leadership should clarify the work standards imposed in the company, so that employees in carrying out work achieve the targets and targets that have been determined. The need for leaders in assessing employee work results is not focused on the results of achieving targets alone, but needs to prioritize other aspects that employees have such as hard work, motivation, and employee sincerity at work. The need for leaders in the implementation of evaluations, referring to predetermined evaluation standards, namely the leadership conducts a direct evaluation of the company, so that the company's development can be seen from the increase in turnover, increase in revenue every 3 months, achievement of sales targets and increase in employee work productivity can be known directly by the leadership or directors of the company.

REFERENCE

