

Employees Work Behavior at Lis Cosmetic Shop

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ABSTRACT

This study aims to analyze the work behavior of employees at the Lis Cosmetic Store (LCS). The unit of analysis that will be observed is the work behavior of employees at the LCS using a qualitative approach and implementing a case study method. The research includes indicators of work behavior, namely work quality, expertise, social relations, self-confidence, self-control, and work habits. Data collection was done by using interviews and observation. From the research that has been done, it is known that there are differences in work behavior among employees with the emergence of performance in employees which is influenced by several factors, differences in basic skills, and personality of each employee. The work environment and targets also have a very positive effect on employee work behavior and it is known that the trigger for the emergence of attitudes in employee work behavior is influenced by the desire, and it is related to wages, bonuses, and compensation provided by the company. Other triggers relate to promotions, promotions, and recognition of employee performance contributions in the form of praise for achievements that have been achieved.

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INTRODUCTION

Companies needed qualified Human Resources (HR) definitely and having a great potential in their success, in order to be able to carry out their work and obligations optimally and make a major contribution to the company to achieve good goals and targets. For this reason, companies need quality human resources with high skills and performance through an appropriate management system therefore they could work properly and correctly. The higher the HR or employees owned by the company, the faster the company will achieve its goals and objectives (Risqi et al., 2016). Employee work behavior is one of the main elements that could be improved if employees know what is expected and when they could participate and be assessed on the results of their work behavior. Assessment of employee performance should be carried out fairly and impartially and should accurately describe actual performance. The problem is whether employees have high positive behavior in order to achieve better work performance? (Harahap & Tirtayasa, 2020). The main problem in HR management that is very important to get the company's attention is the work behavior of employees. Employee work behavior is considered important for the company because the success of a company is influenced by the work behavior of the employees themselves. Employee performance is a real behavior that is displayed by each individual as a work

performance produced by employees according to their expertise at work (Pradana, 2017). Based on several opinions about employee work behavior, work performance, and positive employee behavior, it could be concluded that it contains the substance of achieving work results (Setyawan, 2018). Work skills and positive behavior at work are one of the factors that could influence employee work behavior, because it could be a work impetus and create enthusiasm in employees. Social relations are also a factor in employee behavior and actions during work. Social relations between co-workers and superiors are commonly used by companies to measure how good employees are in communicating therefore employees are willing to change behavior patterns and increase awareness and are also able to obey all regulations and procedures applied in the company (Sadat et al., 2020).

This study was conducted to analyze the work behavior of employees who have a positive influence in improving company performance therefore company goals could be achieved, therefore employees could work with all efforts and bring out the form of emotions from within employees (Aslam et al., 2013). In general, employee work behavior is caused by several things, namely development, training, and assessment. By developing and training employee performance will result in an assessment that leads to company goals. Needs that could trigger employee work behavior in order to cause positive behavior at work for example are appreciation, appreciation, physiological, and wages. But some employees will also feel more enthusiastic about improving performance when their needs are met, for example, for achievement, opportunity, social relations, interpersonal, and growth. These needs are commonly referred to as *desire of life*, *desire for position and power*, and *desire of recognition* related to bonuses, compensation, salaries,

Previous research related to employee work behavior was carried out by Purbaningtyas & Muchollasho (2020) with the aim to knowing study of literature on employee motivation in an effort to increase work productivity. Research method is qualitatively by using literature study techniques. Research shows that the trigger for the emergence of work motivation in employees is influenced by several factors such as desire of life, desire for a position and power, and desire for recognition.

Subsequent research related to employee work behavior conducted by Risamasu & Kaok, (2020) used a qualitative descriptive method. The purpose of this research is to evaluate the performance appraisal in terms of the work behavior of ASN in the Malind District Office. The results obtained are that in the Malind district of Merauke Regency, the implementation of performance evaluations in general has been running according to the established procedures, but there are still some things that become weaknesses, including in terms of the discipline of the employees themselves which have an impact on service orientation to the public.

Subsequent research was conducted by Maulana, (2013) with the aim of knowing the analysis of employee work behavior at De Boliva Town Surabaya

8
Town Square. The method used in this research is a qualitative approach and implements the case study method. The research was conducted by means of interviews and field observations with the help of informants. The results show that there are differences in work behavior among employees on each indicator, because each employee has a different personality, basic skills, family background, and educational background.

Referring to the results of previous studies, this study will examine and explain more deeply about the work behavior of employees at the LCS Surabaya. Therefore it could achieve the targets that have become the company's goals and produce good performance and could improve the company's image.

Employee Work Behavior

Employee work behavior according to Robbins in Kusumawati, (2015) is someone who works in an environment and could actualize himself through attitudes and behavior at work. Therefore work behavior is a person's activity in oriented towards the goals set by the company. Without work behavior there will be no goals and objectives to be achieved, because behavior could correct, add up, and assess the results of certain goals therefore they could be managed effectively (Sunaryo, 2017). By understanding how employees work in the workplace, it will be easier for companies to understand how employees think and regulate how employees should be directed to achieve the goals set by the company (Maulana, 2013). Positive behavior at work is of course very necessary, because employees with a high level of positive work behavior will certainly have high enthusiasm to accelerate work completion (Djaya, 2021). To improve employee performance, companies should be able to demand and direct employees to carry out their duties according to the goals set by the company. Because the attitude of employees in behaving while working has a big impact in improving the company's image (Purbaningtyas & Muchollasho, 2020).

Employee work behavior could be assessed from employee efficiency. This is an important management topic and has been considered as the main mechanism to improve work performance and behavior in a company. Employee work behavior has a very positive effect on company performance, because if employees are active and concentrate well, it will allow high work productivity therefore they could achieve and improve company performance (Panjaitan, 2017). Positive behavior of employees that affect work behavior will be seen from how productive employees are in making high contributions to the company. Coaching and attention to employees is also one that should be considered by the company because it is very important for the continuity of the goals to be achieved by the company, optimal performance improvement will be easily achieved if the company is able to handle employees and utilize resources effectively and efficiently (Hariyono et al., 2016). The level of employee discipline also has an effect on improving employee work behavior, because good attendance and employee permission levels could be categorized

as stable (almost never permission) will greatly affect performance within the company. Therefore, discipline in a company should be enforced, because without the support of good employee discipline, it is difficult to realize the goals of the company (Trihudyatmanto, 2017).

Positive Employee Work Behavior

Some positive behaviors as an employee or a good employee according to Irmin in (Maulana, 2013) namely: 1) *Display a high work ethic*. For example, good at appreciating and managing time, having high discipline, being able to use working hours effectively, having a plan at work, and having a target at work; 2) *Shows a sympathetic personal relationship*. For example, speaking softly and politely, respecting superiors and friends, likes to help, could place oneself, has creative ideas, is loyal to superiors, and does not like to create conflicts; 3) *Able to respond positively to change*. For example, always be aware that changes will continue to occur, every change should have a positive and negative side, and respond positively to regulatory changes; 4) *Have strong self-control*. For example, being able to control anger, being able to control speech, always smiling at others, being able to reduce envy, able to resist material temptations, and able to control laziness; 5) *Able to lighten the task of superiors*. For example, helping superiors as much as possible, being able to provide solutions to superiors, and never refusing orders from superiors as long as it does not violate the law; 6) *Able to be an example for others*. For example, having an honest nature, avoiding inappropriate behavior, willing to share his knowledge with others, not delaying work, and not being arrogant; 7) *Able to distinguish between rights and obligations*. For example, always thinking whether what is being done is wrong or right, always using conscience in dealing with problems, trying to balance between rights and obligations, and facing every conflict with a cool head and always thinking of working for worship; 8) *Creative and innovative*. For example, have the principle that today should be better than yesterday and tomorrow should be better than today, have bright ideas, quickly catch developments that are happening and like to learn, and are not afraid to fail and dare to take risks; 9) *Big-hearted and generous*. For example, respecting the existence of others, acknowledging the strengths of others, not liking to criticize others, and not being easily disappointed.

Negative Employee Work Behavior

There are 14 (fourteen) types of negative behavior that are commonly seen in someone at work according to Topchik in Maulana, (2013) namely: 1) *Locomotive type*. People with this type express their negative attitude by bullying others. People with this type tend to be quick to anger and express their anger and frustration to others; 2) *Perfectionist Type*. People with this type when faced with something that is not perfect will tend to be negative. The standards it sets tend to be unrealistic; 3) *Iceman (Repellent) Type*. For people with this type, the slightest change will disappoint him and lead to negative attitudes. This type likes to maintain a state of ancient status and tends to resist change; 4) *Type "Not My Job"*. People with this type express their negative

attitude by refusing to do any task that in their opinion does not fall within the scope of their responsibilities. People with this type of favorite words are, "This job is not listed in my job description"; 5) *Gossip Type*. This type shows negative behavior by spreading gossip. People with this type will feel important when the rumors that are spread get a reaction and a response from many people; 6) *Pessimistic Type*. People with this type view the world as an uncomfortable place for them. This type is always not satisfied with everything that already exists. It's very difficult to make people like this feel happy; 7) *Commitment Poor Type*. People with this type are difficult to keep their promises. In doing work, people with this type tend to be windy and less responsible. Work is the lowest priority for people with this type. People with this type are easy to change focus, do not have a "sense of urgency" in doing things; 8) *Type of Critic*. The mission of this type of person is to refute whatever other people say. Such a person thinks that he is always right; 9) *The cranky type*. People with this type behave like a child. If something is not in accordance with the wishes of people with this type, people with this type will show negative behavior such as angry, sulky, resigned, and could even cry; 10) *Sacrificial Type*. People with this type have a less pleasant personal life. Work is an escape for people with this type. People with this type will behave negatively if the hard work of people with this type is not rewarded properly; 11) *The Self Blaming Type*. People with this type are often disappointed with themselves, then become negative. People with this type always find flaws in their performance, in appearance, in career advancement, in social status, in educational background and others; 12) *Scapegoat Seeker Type*. People with this type are very difficult to accept the fact that this is wrong. Therefore, people with this type will tend to shift the blame to others, aka look for scapegoats; 13) *Easily Cracked Type*. People of this type are very sensitive. Any small and trivial things that are said to people with this type if they are not carefully conveyed will make people with this type become very offended; 14) *Detailed Human Type*. People with this type love to pay attention to small things and details.

Employee Work Behavior Indicators

There are 4 (four) indicators that could be used to determine the work behavior of employees according to Griffiths in (Maulana, 2013): 1) *Social relationships*. A worker should have good social relations with other workers, where each worker should supervise colleagues therefore they act in the right way and warn if there are mistakes; 2) *Vocational skills*. A person's expertise is in accordance with his job. For example someone with financial management skills is suitable to be an admin; 3) *Work motivation*. The existence of a willingness to work to achieve a certain goal such as physiological needs, sense of security, love, self-esteem, and self-actualization; 4) *Initiative-confidence*.

RESEARCH METHODE

Types of research

The type of research used by the author in this study is exploratory qualitative, this research focuses on finding more in-depth information about the phenomenon that the author wants to know (Yusuf, 2016). In conducting exploratory research, the author will immediately go to the location to find all the information needed for research. The information sought by the author is such as the formulation of the problem in that location which is related to the source of the theory, therefore the theory found could be developed as material for research.

Selection of Informants

Informants in this study were selected using predetermined criteria. The criteria are permanent employees with a minimum of one year of work at the LCS Surabaya. The sales department consists of two persons, the purchasing department consists of one person, one delivery person, one store admin section, and one cashier section. So, the total number of informants who will become sources for interviews and observations in this study are six.

Informants are taken based on data and knowledge related to research topics that are no longer in doubt, below are informant data:

Table 1. Research Informant Data

| Name | Age | Domicile | Profession |
|---------------|-----|----------|-------------|
| Ivan Dwi | 23 | Sidoarjo | Delivery |
| Venice | 22 | Sidoarjo | Cashier |
| Tyas Mulyani | 24 | Surabaya | Sale |
| Alipyanto | 22 | Surabaya | Purchase |
| Holy Maulidia | 21 | Surabaya | Sale |
| Zahra Ilmi | 20 | Surabaya | Store Admin |

Source: Data processed by researchers, 2022

Data Sources and Types

This study uses sources and types of data in the form of: 1) *Primary Data*. The definition of primary data according to Narimawati in (Maulana, 2013) is data that comes from the original or first source. This data is not available in compiled form or in the form of files. Primary data were obtained through direct interviews with 6 (six) employees of the LCS who were research informants; 2) *Secondary Data*. Secondary Data by Contour in (Maulana, 2013) is data that comes from the results of other people's research made with different intentions. The data could be in the form of facts, tables, or images.

Method of collecting data

Data was collected by using interviews and observations. 1) *Interview*. The data collection method used by the author is interview, because this method is one of the important ways to check the truth and accuracy as well as the impression obtained by the author during the observations. Interviews in this study used semi-structured, which was initiated by asking several questions (interviews) that had been structured in a structured manner, then between these questions the author was able to obtain or dig deeper into further information on topics related to the research subject. The purpose of this

interview is to find out how the opinion of the informant and what the informant thinks about the subject and questions that have been given by the author; 2) *Observation*. Observation according to Sutrisno Hadi in Alfani, (2018) records and observations that are systematically arranged and taken from the phenomenon to be studied, it could be stated that observation is a way to collect data by conducting a systematic and careful research. The observation used is a type of participatory observation that involves the author or observer directly in the observation activities in the field. So, the writer acts as an observer, meaning that the writer is part of the group being studied.

The following is a list of questions in conducting interviews with informants:

Table 2. List of Interview Topics

| Indicator | Discussion Topic |
|------------------------|---|
| Social Relations | Social relations between co-workers and superiors. |
| Work motivation | Attitude of employees to improve company performance. Factors that could affect employee work behavior. |
| Initiative - Confident | Things that affect employee work behavior. |
| Social Skills | Work behavior of employees in difficult work situations. |
| Quality of Work | Enforcement of sanctions for employees related to work behavior. Poor work behavior of employees. |
| Work Habits | Employee attitudes that have a positive effect on employee work behavior. Positive and negative employee work behavior. Employee work behavior that has a positive effect on company performance. |
| Self-control | The level of risk for the wrong behavior of employees. |

Source: Data processed by researchers, 2022

RESULT AND DISCUSSION

By understanding how important work behavior is in the service sector such as cosmetics, the author wants to discuss the work behavior of employees at the LCS in Surabaya. Historically, at the beginning of 2003, company opened a shop with special contents, namely beauty products (Cosmetics) on Jalan Kendangsari No. 53, Surabaya. In 2006, having two employees who were in sales and delivery positions. Due to the large number of customers' interest in the business being run, in 2009, the company added two employees and the total employees became four persons consisting of two persons as sales, one person as sales purchase, and one person as delivery. As the years go by, company is increasingly in demand and there are more visitors therefore in

2015, added two more employees therefore the total employees become six persons consisting of two people as sales, one person as sales purchases, one person as delivery, one person as store admin, and one person as cashier. In 2018, there was a change of boss and the shop changed hands from Mrs. Lismiasih to Mr. Bahar. Until now, having been held and managed by Mr. Bahari who serves as the owner and manager.

The author will describe the work behavior of employees which includes indicators of work behavior consisting of social relations, work motivation, self-confidence initiative, and ability to relate socially, work quality, work habits, and self-control. The data that the author describes is the result of interviews and observations with informants, namely LCS's employees.

Employee work behavior is actually the realization of a person's desire to achieve the quality and quantity of himself in accordance with the duties and responsibilities that have been entrusted to him. If viewed further, the company should pay a little attention that employee work behavior also requires an assessment to measure how much potential employees have and how important it is to develop ideas that have been found by employees. Employees who are productive at work are very important for company performance, because then employees will be able to produce good results and the company will be able to provide the products needed by consumers on an ongoing basis and in line with that the company's profit target could be achieved (Saleh & Utomo, 2018). Employee work quality is also one of the positive things in an effort to improve employee work behavior, because quality describes a work life as a form of philosophy applied by management to manage an organization or company which is especially applied to human resources such as employees (Lagale et al., 2014).

According to Ivan, Veni, Tyas, Alip, Suci, and Zahra as employees, they think that to improve company performance, employees are expected to work productively and make the work environment comfortable therefore they could create new innovations that are more creative for better achievement performance. To produce good results, of course, requires training at the beginning of work if the work to be carried out by employees is not from their field of expertise, so employees will be able to contribute more to work with the aim of achieving company targets. Related to things that could affect the performance of employee behavior is to create a positive work environment, communicate smoothly with fellow co-workers, give employees confidence in the tasks that have been given, and give appreciation for the work. Therefore employees will be happy and have more enthusiasm to improve their work behavior and produce good results. A target is very influential in the work behavior of employees, because with a target, employees will try to improve their performance. Another thing that affects work behavior is in the form of promotions and salary increases, due to then employees will feel obsessed with improving their work behavior. Employees, who are able to carry out their assigned duties and responsibilities properly, deserve incentives or bonuses

that are appropriate, the company should also pay attention and provide an assessment related to the achievements that have been achieved by employees who have a positive attitude in improving employee work behavior and improving company performance (Simanjuntak, 2012). If they are having a difficult situation they will ask their co-workers to give advice on the problem they are facing or directly talk to their superiors to get a solution quickly, sometimes employees also review again and look for information related to problems faced in the past in the hope of finding answers to situations that have same arisen, but it is possible for employees who are experiencing difficult situations to take a short break therefore their minds are refreshed and could resume work with focus. Things that have a positive effect on employee work behavior are the work environment and discipline, it could be shown by employees who are very careful and try to make the work environment feel comfortable and comply with operational standards and procedures at work, In addition, the high work ethic of employees, which is shown by doing work on time and finishing before the specified time, is also one of the things that has a positive effect on employee work behavior. However, that does not mean that the imposition of sanctions for unfavorable employee work behavior is abolished. The imposition of sanctions in discipline for employee work behavior is also still very limited and usually only in the form of a warning, this is because work performance still provides space and policies to tolerate employees in this case (Risamasu & Kaok, 2020). Because with the sanctions, employees could be more responsible for their behavior at work and are more disciplined and punctual in doing their jobs therefore employees will not underestimate the tasks given and do not think that being late is a normal thing. The risk of mistakes made by employees when they work could be seen from the size of the problems that have been made by employees. If the mistakes made involve discipline and cause great losses for the company, then the risk that will be accepted by employees will be high. But if the mistakes made by employees tend to be small and could still be overcome by several other colleagues without involving superiors, then the risk that will be accepted by employees will be low.

In this study, the authors found several positive and negative work behaviors that occurred at the LCS, below are positive and negative behaviors based on interviews and observations obtained from research informants. The positive work behavior of the employees below is based on Irmin's theory in Maulana, (2013) as follows: 1) *Have a high work ethic*; 2) *Have a sympathetic personal relationship*; 3) *Able to respond positively to change*; 4) *Creative and innovative*. Meanwhile, the negative work behavior of the employees is based on Topchik's theory in Maulana, (2013) as follows: 1) *Perfectionist type*; 2) *Type of gossip spreader*; 3) *Type of critic*; 4) *Easy to crack type*; 5) *Detailed human type*.

Employee work behavior is very influential in the achievement and performance of the company, according to *Ivan, Veni, Tyas, Alip, Suci, and Zahra* in the opinion that work behavior carried out by employees will have a

considerable impact on company performance; the goals of the company also mostly come from employee work behavior performance. Because if employees produce results with good enough achievements, the image of the company will also look good, good and agile employee work behavior will be one of the points in the company's performance that has a positive effect. Insights and innovations as well as the number of ideas and creativity developed by employees will be very influential and have a positive impact on company performance. Work behavior related to social relations could also affect employee work behavior. Social relations between co-workers and superiors have been established quite well, indicated by the infrequent disputes and superiors also tend to mingle with employees, although there are some employees who still have difficulty in socializing with other co-workers and with their superiors.

CONCLUSION

The results of the analysis and discussion that have been described previously, it could be concluded that the work behavior of employees could be measured using indicators of work behavior, namely social relations, work motivation, self-confidence initiative, ability to relate socially, quality of work, work habits, and self control. From each of these indicators there are similarities among employees, such as: 1) Likes a comfortable and positive work environment; 2) Agree with the imposition of sanctions for employees who have bad behavior; 3) Have a desire to improve company performance; 4) Like new innovation and creativity; 5) Passion in completing targets to achieve company goals.

The employees have the same goal of being able to improve the company's performance by changing the mindset regarding employee work behavior. Some employees have done better regarding their current work, but there are still some who feel there are shortcomings and do not understand the potential that exists within them therefore employees could not work optimally. The social relations of the employees look quite good and harmoniously intertwined, indicated by the frequent helping of people at work and supported by relationships with superiors who often mingle and the willingness of superiors to explain some questions and opinions related to work. Employees have a level of emotion and self-completion in their self-control, Employees also have their own way of finding solutions when there are problems or feel a difficult situation related to work. There are some negative behaviors from employees such as irritability and talk too much. But even so, every employee also has positive behaviors such as good self-control, high work ethic, and showing sympathetic social relationships.

Implication

An important implication that could be found in this research is the work behavior of employees in optimizing the performance of their employees. Employee performance in this case includes social relations, work motivation, self-confidence initiative, and ability to relate socially, quality of work, work habits, and self-control. From the results of research could be implied as follows:

Table 3. Implications of Work Behavior

| Indicator | Implication |
|-------------------------|--|
| Social Relations | Maintain good social relations within the company. With good social relations, employees will also improve their performance even better. |
| Work motivation | Influencing employee work behavior. Motivation could be a tool to encourage enthusiasm for employees therefore they could create good results for company performance. |
| Initiative - Confidence | If employees could bring up work initiatives and self-confidence related to work, it will have a good impact on company targets and goals. |
| Social Relations Skills | If employees could realize this when experiencing difficult conditions at the company by finding solutions and asking colleagues and superiors regarding the problems they are facing. |
| Quality of Work | Influencing every target and goal to be achieved by the company, therefore the quality of work from employees has a very good impact on company performance. |
| Work Habits | Very necessary, because it could affect the improvement of employee work behavior. With the positive behavior shown by employees, it will also look good image of the company. |
| Self-control | If the employee's self-control is lacking, it will be a problem and cause unfavorable impacts and risks for company performance. |

Source: Data processed by researchers, 2022

Research Limitations

The research has been carried out and endeavored according to the procedure, the limitations of this research are expected to be a reference for future researchers in perfecting the similarities of the research topic. The limitation in this research is that the number of informants is not proportional to the characteristics of the research and the majority of the informants obtained by the researchers have almost the same answers, therefore the researchers feel they are lacking in getting information for this study.

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