



Optimizing Employee Performance at Kiki Tailor Leather & Textile to Enhance Sales Revenue

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ABSTRACT

Kiki Tailor Leather & Textile operates as a retail business through its official store located in Nusa Dua, Bali, with a strong emphasis on optimizing employee performance to enhance sales revenue. The success of the company is largely dependent on the performance of its employees, making it crucial for businesses to continuously improve employee productivity to meet organizational goals. One of the most effective strategies for achieving this is through a connection between employee compensation, motivation, and job satisfaction. By focusing on these factors, businesses can foster a more engaged and productive workforce, which in turn can drive sales growth. In this context, Kiki Tailor Leather & Textile could benefit from enhancing its digital marketing efforts. Recruiting specialized personnel in digital marketing could help increase the company's visibility and reach, contributing to long-term improvements in sales performance. This approach not only aims to optimize internal processes but also responds to external market demands, ensuring the company remains competitive. As the business environment continues to evolve, integrating modern marketing strategies with optimized employee performance will be essential for sustaining growth and profitability in the retail sector.

Keywords: Company Strategy; Digital Marketing; Employee Performance; Retail Business; Sales Turnover

INTRODUCTION

Kiki Tailor Leather & Textile is a retail company specializing in handmade products such as leather bags, shoes, belts, and jackets, crafted from exotic materials including goat, snake, and crocodile leather. The company not only offers ready-to-wear items but also provides custom product ordering services, allowing customers to request products tailored to their preferences in terms of color and material. This flexibility, combined with a short production time of 2-3 days, makes Kiki Tailor a significant player in the local market. The business is strategically located in Nusa Dua, Bali, a popular tourist destination frequently visited by international

tourists, offering profitable opportunities for growth and increased revenue.

Human resources (HR) play a critical role as the capital and asset of a company, directly influencing the company's operations and long-term success. The effectiveness of an organization heavily depends on the competence and reliability of its workforce (Garavan & McGuire 2001; Halisa, 2020). HR must be managed optimally and sustainably, focusing on fulfilling the rights and development needs of employees, as they are key partners in achieving organizational goals (Mathematics, 2016; Macke & Genari, 2018). Furthermore, HR drives the functionality of other resources within the organization,

making it vital to the overall growth and performance of the company (Runa, 2020; Anwar & Abdullah, 2021).

In the case of Kiki Tailor Leather & Textile, employee performance is crucial to the company's success. Every organization strives to improve employee performance to achieve its goals. One effective method is through motivation, ensuring that employees are confident in their work and motivated by the potential rewards aligned with their performance results (Salah, 2016; Nurdin et al., 2020). Strong employee performance is essential for a company to compete and survive in a competitive and dynamic market (De Oliveira Teixeira & Werther, 2013; Teece, 2014). In this context, performance can be defined as the outcomes achieved by individuals or groups within an organization, aligned with their responsibilities and organizational goals (Ayers, 2015). Performance improvement leads to greater efficiency, effectiveness, and overall organizational success (Aziz & Hafez, 2013; Lengkong et al., 2019).

This community service activity aims to address the challenges faced by small and medium-sized enterprises (SMEs) such as Kiki Tailor Leather & Textile, focusing on how optimizing employee performance can support business growth. Previous studies have explored the role of HR in enhancing organizational performance, but few have specifically addressed SMEs in the retail sector in Bali, where tourism plays a significant role in shaping business dynamics. Therefore, this community service activity seeks to fill this gap by providing insights into strategies for improving employee performance in the context of SMEs influenced by the tourism sector. The novelty of this activity lies in its focus on SMEs in Bali, offering practical recommendations to enhance performance and sustain business growth

METHODS

In this study, a qualitative descriptive research method was employed. This approach is used to explain and describe the

characteristics of the research subject in detail (Bradshaw et al., 2017). The primary goal of qualitative descriptive research is to provide a comprehensive understanding of the topic being investigated through systematic data collection. Once the data is considered complete and sufficient to explain the phenomena under study, no additional examples are needed for further clarification. The research was conducted at Kiki Tailor Leather & Textile located in Nusa Dua, Bali, from June 12 to August 14, 2023.

Subjects of the Study: The subjects in this research are the employees of Kiki Tailor Leather & Textile, including those directly involved in production and customer service.

Data Collection Techniques: The data collection was carried out using observation and interviews. The researcher observed the daily operations and interactions within the company, alongside conducting structured interviews with employees to gather insights into their performance and work environment.

Data Collection Instruments: The instruments used include observation sheets and interview guides. These instruments were designed to capture the necessary data in a structured format, ensuring that key areas related to employee performance and organizational practices were covered.

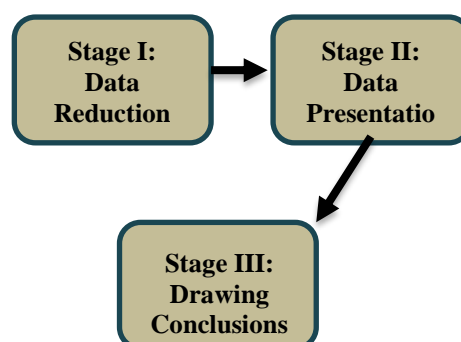


Figure 1. Stage Scheme of Field Word Practice Activities

Data Analysis: The data collected was analyzed using a three-phase process:

1. **Data Reduction:** This involves the process of sorting and focusing attention on

simplifying, abstracting, and transforming raw data obtained from field notes. This step helps to clarify the data, making it easier for the researcher to proceed with further data collection and identify the required information.

2. **Data Presentation:** In this stage, the data is organized in a way that allows for the possibility of drawing conclusions and taking action. The data is typically presented in narrative text form, summarizing key findings in a clear and logical manner.

Conclusion Drawing: The final stage involves interpreting the data to uncover meanings and patterns. Based on the data, tentative conclusions are drawn. These conclusions may initially appear ambiguous or rigid, thus requiring verification. Verification is conducted by revisiting the data reduction and presentation steps to ensure that the conclusions are accurate and aligned with the observed phenomena.

RESULTS AND DISCUSSIONS

The findings from the internship program reveal several key challenges faced by Kiki Tailor Leather & Textile in optimizing its marketing efforts, particularly in terms of expanding its reach and enhancing sales. These challenges include:

1. **Limited Use of Digital Marketing:** The company has not fully leveraged digital marketing tools, especially social media platforms. As a result, employees are restricted to traditional, face-to-face marketing methods, which limits the company's ability to reach a broader audience.
2. **Restricted Consumer Network:** The company's consumer network is limited, hindering its ability to implement effective follow-up promotions and form long-term customer relationships.
3. **Dependency on Direct Marketing:** The company currently relies solely on direct, face-to-face interactions for marketing, leading employees to feel that they lack the necessary team to expand their marketing efforts and boost sales.

The success of the company is heavily influenced by the performance of its human resources (Buller & McEvoy, 2011; Kim et al., 2018). As the main actors in the company's operations, employees are critical in the planning, execution, and evaluation of processes. Therefore, improving employee performance is essential for achieving the company's overall objectives (Elnaga & Imran, 2013; J, 2014). One effective strategy for enhancing performance is aligning employee compensation with motivation and job satisfaction, as this fosters stronger commitment and greater productivity (Shahid & Azhar, 2013; Nurcahyani & Adnyani, 2016). Additionally, compensation is essential for motivating employees, reflecting the value of their contributions, and improving their engagement with the organization.

Effective marketing strategies also play a crucial role in driving sales (Haas et al., 2011; Terho et al., 2015). In a competitive market, a company must focus on several key marketing factors, including product quality, pricing strategies, and distribution channels (Singh, 2012; Li, 2013). Ensuring high product quality and competitive pricing, while streamlining distribution to reach target consumers, is fundamental to increasing sales. However, the company's current reliance on direct marketing and limited consumer network restricts its ability to fully capitalize on these factors.

To address these challenges, a comprehensive approach integrating both human resource management and marketing strategies is essential. By recruiting skilled personnel in digital marketing, Kiki Tailor Leather & Textile can leverage the strengths of digital platforms to increase its market reach. Hiring employees with expertise in digital marketing will enable the company to tap into a broader consumer base and enhance its online presence, particularly on popular social media platforms like Instagram, TikTok, Facebook, and Twitter. This strategy directly responds to the company's weakness of limited marketing methods and network reach. Additionally, this move taps into the growing trend of social

media marketing, which has become a key tool for engaging with consumers and driving sales.

Moreover, the company should focus on improving employee compensation to ensure that motivated individuals are rewarded for their contributions (Akafo & Boateng, 2015). A strong compensation package that includes salary, bonuses, and incentives can enhance job satisfaction and performance. This will directly impact the company's productivity and create a culture where employees feel valued and driven to contribute to the company's growth (Sirota et al., 2013). While compensation alone is not enough, it plays a pivotal role in motivating employees to go the extra mile in their work, thus addressing the threat posed by the lack of a strong, capable team.

The use of influencers is another promising strategy to expand the company's reach and increase sales (Laburtseva, 2021; Leung, 2022). Collaborating with influencers who have a significant online following will help the company gain more visibility and attract a wider audience (Audrezet et al., 2018; Campbell & Farrell, 2020). By tapping into influencer marketing, Kiki Tailor Leather & Textile can benefit from the growing influence of social media personalities, creating a connection with younger, tech-savvy consumers who may not be reached through traditional marketing methods.

Finally, integrating digital marketing tools into the company's marketing efforts will allow employees to engage with consumers beyond the limitations of direct marketing (Stone & Woodcock, 2014; Tiago & Verissimo, 2014). Through the creation of engaging and shareable content, employees can increase brand awareness and drive consumer interest. This digital approach will complement the existing direct marketing strategy, creating a more balanced and diversified marketing plan.

In summary, by recruiting digital marketing professionals, improving employee compensation, leveraging influencer marketing, and integrating social media into their existing marketing strategies, Kiki Tailor

Leather & Textile can address its current challenges. These strategies align with the company's strengths, such as its strong product offering and prime location, while also addressing its weaknesses, such as limited marketing methods and a restricted consumer network. By adopting these solutions, the company can not only expand its reach but also build a more resilient and successful business model in a competitive market

CONCLUSIONS

Based on the findings and discussion, this study concludes that the success of a company is significantly influenced by the performance of its employees. Every organization continually strives to enhance employee performance in order to achieve its strategic objectives. One of the most effective ways to improve performance is by aligning employee compensation with motivation and job satisfaction. A well-structured compensation system reinforces the core values of the organization and facilitates the achievement of its goals, particularly in increasing sales revenue. However, attaining optimal employee performance is not a simple task, as it depends on how well key influencing factors—such as compensation and work motivation—are perceived and accepted by all employees within the organization. Providing rewards in the form of compensation serves as an important strategy to acknowledge employee efforts and drive their continued contribution to organizational success.

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It is our hope that the knowledge and strategies shared will bring lasting improvements in employee performance and contribute positively to the growth of Kiki Tailor Leather & Textile's business operations.

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