Performance Analysis Of Culinary Msme With Motivational Mediators In Semarang City

Bagus Roni Setiawan[1], Efriyani Sumastuti[2], Shofif S Akbar[3]
[123]PGRI University Semarang
[123]Jl. Sidodadi Timur Jalan Dokter Cipto No.24, Karangtempel, Semarang
e-mail:: [1] bagusroni0608@gmail.com , [2]efriyanisumastuti@upgris.ac.id , [3]shofif.s.akbar@Gmail.com

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ABSTRACT

The essence of this research aims to decide the impact of HR Competence and Work Discipline on MSME performance with Inspiration as a mediator in Semarang City. This research itself was conducted at the Culinary MSME of Semarang City. The research method uses quantitative research. The respondents obtained were 539 respondents who were Culinary MSME business actors in Semarang City. The testing strategy utilized simple random sampling with a total sample of 241 respondents. The analysis technique used is multiple linear regression analysis, for data processing utilizing the assistance of SmartPLS 3.0 SEM software. The research results obtained that HR Competency and Work Discipline meaningfully a positive and significant effect on Motivation with a T-Value > 0.01. Motivation affects positive and significant MSME performance with a T-Value > 0.01.

Keywords: *performance, culinary, msme, Semarang city*

Abstract

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1. INTRODUCTION

Micro, Small and Medium Enterprises (MSME) are business units that play an important role in driving Indonesia's economic growth. Because MSME contribute to providing employment opportunities, play a role in equalizing income and the socio-economic order of society, MSME have a strategic role in supporting the national economy, because they have enormous potential to drive people's economic activities as well as being the basis for the livelihoods of some communities in order to increase welfare. Micro, Little and

Medium Undertakings (MSME) in the Indonesian economy are a group of businesses that show extraordinary generality and are resistant to various significant economic shocks (Azzahra & Wibawa, 2021). The presence of small and medium businesses is not only realized in the form of increased income but also in the form of permanent income. This condition is understandable because MSME have the participation of many parties in various activities (Amin, 2022). Very large potential to drive people's economic activities as well as become the basis for the livelihood of some people in order to increase welfare. According to (Adhari, Aditya, & Dwi Prio, 2022) micro, little and medium ventures or MSME assume a significant part in economic progress advancement in Indonesia.

According to (Eko, Tatan, & Suesilowati, 2021) believes that performance is the aftereffect of work and individual work conduct within a certain period of time, generally within a period of one year. Meanwhile, according to (Idayati & Marvia, 2020). States that performance is the result of a process that has been measured and evaluated within a certain period of time in accordance with previously agreed agreements or arrangements. Performance is the work achievement demonstrated by employees, namely a person's ability to produce, teach or achieve the desired targets. Performance achievements are basically the impact of two internal and external aspects. Internal aspects are aspects that come from within oneself, including satisfaction with work and responsibility towards the company, while external aspects are aspects that come from outside oneself, including excellence of the business owner or leader, morals, safety and abilities in the environment. work, and organizational culture (Franadita & Aslami, 2022)

Competency can be measured objectively to assess the extent of performance in knowledge and skills to complete their responsibilities. (Siregar, Mavilinda, Zunaidah, & Wita, 2022) states that competence is a person's ability and competence to carry out work in a directed manner. The ability referred to here is a person's competence to carry out various tasks. If someone does not have good skills, it is difficult to achieve organizational goals because skills have a significant influence in the organization. Because an employee's skills can influence the progress of the organization/company. Because of this reciprocal influence, organizations/companies must help their employees to improve their skills. This competency development must continue to be carried out to facilitate the accomplishment of the vision and mission of the organization/company. Generally, a person's qualifications are reflected in their educational background. When someone has a good education, they usually do a good job because they have good knowledge. revealed that HR is one of the main capital in an organization. MSME themselves play a role in creating jobs and encouraging economic growth. However, its performance is still considered weak, even though it is supported by adequate facilities, infrastructure and resources (Ekabawani & Winarno, 2020). Meanwhile, according to (Mustika & Susanti, 2019), it is revealed that HR is one of the main capital in an organization. MSME themselves play a role in creating jobs and encouraging economic growth.

Good work discipline describes the level of responsibility of an employee for the tasks assigned to him. This condition increases employee morale, work enthusiasm and work motivation which ultimately influences employee work productivity to achieve organizational goals (Sudarmanto, Martini, & Herlambang, 2022). According to (Jepry & Mardika, 2020) Discipline is a feeling of obedience and obedience to values that are believed to be a responsibility. Meanwhile, according to (Widyasari, Sutrisno, & Setyorini, 2023) in Sutrisno (2019) discipline is the attitude of management's willingness to strengthen organizational guidelines. The work discipline that has been determined will support the organization in implementing the specified program so that it has an impact on the ease of carrying out the specified program so that it has an impact on the ease of achieving goals. With work discipline, employees will be more orderly in carrying out their assigned tasks.

Motivation can impact the degree of discipline in an organization. If an organization has good motivation, it will have an impact on a high level of discipline. The occurrence of a change in behavior in an individual is caused by motivation that encourages them to do something or act because of a goal. Motivation itself shapes employees' attitudes in facing work situations in the organization. Usman explained that motivation is the driving force that a person has to carry out certain actions, while motive is a need, desire, or encouragement to carry out an action. (Husaini, 2013). Meanwhile, according to (Bimantoro & Rismawati, 2022) motivation is a person's internal response which appears as encouragement due to external stimuli that influence achieving certain goals.

From several of these studies, we found consistency in the research results, because they involved additional variables such as mediating variables in previous research. To be able to fill this gap, researchers chose the Motivation variable as a mediating variable to act as an intermediary between the independent variable and the dependent variable. Motivation was chosen as a mediating variable because motivation is an internal driving factor that encourages individuals to achieve goals. In the context of Culinary MSME,

motivated employees will work hard and be highly dedicated to achieving goals. Motivation can influence the level of employee discipline in an organization. This research is in line with the results of research (Nurwati, Wahyuni, & Siswanti, 2019) which states that work competency has a big influence on motivation. This research is in accordance with research (Rapika & Sulaiman, 2020). Likewise, research results (Tannady, Hamdany, Assery, Sofyanty, Anggreni, & PD, 2022) and state that work discipline has a big influence on motivation

2. LITERATURE REVIEW

2.1. HR Competency

Competency can be measured objectively to assess the extent of performance in knowledge and skills to complete their responsibilities. Competence is the ability possessed by an individual to do a job based on the knowledge, skills and work attitudes required by the job (Wibowo, 2018). Human resources are one of the organizational resources that play an important role in achieving MSME goals. Human resources are an important core that a company must have and must pay attention to in management because they work to achieve goals, innovate and achieve organizational objectives. According to Subagyo (2010), competency indicators are as follows:

1. Level of education
2. Experience in the business world
3. Competence in managing finances
4. Competence in marketing
5. Managerial competence

2.2. Work discipline

Work discipline is an person's way of behaving according to existing regulations, work procedures or discipline, namely attitudes, conduct and actions that are as per the regulations of the organization, both composed and unwritten (Hamali, 2018). As per Hasibuan (2017), essentially there are indicators numerous pointers that impact the level of employee discipline in an organization, including:

1. Goals and abilities
2. Leadership example
3. remuneration
4. Justice
5. Waskat
6. Punishment sanctions
7. Firmness
8. Human relations

2.3. Motivation

As indicated by (Farizki & Wahyuati, 2017) suggests that motivation is related to the efforts and encouragement that arise from a person's inner self which are carried out to fulfill all desired goals so as to achieve the desired targets. Meanwhile, according to (Prasetyo, 2022) in Juliansyah (2013) Motivation is a person's willingness to make maximum efforts to achieve goals. Motivation is very important in encouraging employees to work well. Because there is encouragement from business owners to be motivated to work more enthusiastically, productively and innovatively. According to Farizki (2017) motivation indicators are as follows:

1. Working conditions
2. Work planning
3. Work instruction
4. Supervision
5. Award

2.4. MSME performance

Performance is a measuring tool used as an indicator of business success in achieving business goals. The definition of MSME performance according to (Pramestiningrum & Iramani, 2020) is the work results achieved by MSME in a certain period of time which are linked to a certain value measure or standard and adapt to the role or task of the MSME goals. According to (Mathis & Jackson 2006) performance indicators are as follows:

1.   Work quality
2.   Punctuality
3.   Initiative
4.   Quantity
5. Ability

3.   RESEARCH METHODOLOGY

The examination completed in this study was quantitative involving a questionnaire as an data assortment instrument. In this examination, the method used is the observation method and questionnaire development. The population in this research is all 539 Culinary MSME Entrepreneurs in Semarang City. So the determination of the sample was done using the Slovin formula, so the sample used was 241 respondents. Data analysis techniques used are validity testing, reliability testing and hypothesis testing.

In this research, the data gathered will address the respondents' perceptions, therefore, the measurements will be carried out using the simplest technique, namely, questionnaire or observation techniques. This instrument will be presented directly to each respondent and used as a measuring tool. Respondents can choose the answer that best suits their respective conditions. The measurement scale utilized in the examination embraced a Likert scale with five interval levels. Respondents will be given a score on the picked scale with the most minimal level given a worth of 1 and the the maxsimal level given a value of 5. Data processing techniques use statistical analysis using the SmartPLS 3.0 program..

4.   RESULTS AND DISCUSSION

4.1 Respondent Description

The sample obtained was 241 respondents, Culinary MSME in Semarang City. Respondents who filled out this research questionnaire were divided into 109 men (45.2%) and 132 women (54.8%) with the following division of age, education and length of business:

Table 1 presents a profile of respondent characteristics

Variable	Information	Frequency	%
Gender	Man	109	45,2
	Woman	132	54,8
Age	< 20 Years	4	1,7
	21 – 30 Years	73	30,3
	31 – 40 Years	113	46,9
	>40 Years	51	21,2
Education	Elementary School Equivalent	23	9,5
	Middle School Equivalent	48	19,9
	High School Equivalent	130	53,9
	Diploma	7	2,9
	S1	32	13,3
	S2	1	0,4
Length of Business	< 10 Years	137	56,9
	11 – 20 Years	77	31,9
	21 – 30 Years	18	7,5
	>30 Years	9	3,7

Data source: Author's Processed Data, 2024

This research discusses validity testing through Loading factor values. The definition of loading factor is the level of correlation created between the total score and the measurement indicators. Whether or not an indicator of a variable is valid depends on the loading factor having a score above 0.5. From the image below it can be seen that the indicator has valid status because the loading factor value is >0.5.
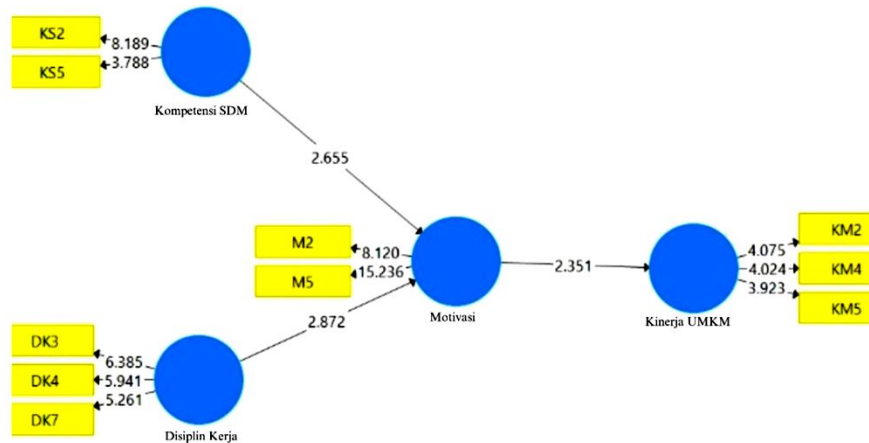

Figure 2. Loading Factor
Data Source: SmartPLS Processed Data 3, 2024

4.2 Model measurements

To evaluate the value, the first step is to assess the construct reliability and validity through value examiners. Table 2 shows that several items from the factor element loadings are more than 0.6. Furthermore, the CR value is above the limit value of 0.7 and the AVE is higher than the value of the element 0.5 indicating satisfactory reliability and acceptable convergence, respectively (Hair, Hult, Ringle, & Sarstedt, 2017). Finally, the resulting value of the heterotrait - monotrait value element shows that the model value has acceptable discriminant validity, because the value of the diagonal element is less than the recommended maximum of 0.9 (Henseler & Sarstendt, 2013). Based on table 2, it can be concluded that all statement items regarding HR Competency, Work Discipline on MSME Performance with Motivation as a Mediator as a whole are declared valid.

This research discusses reliability tests through Cronbach values and composite reliability, if the value is above 0.7 then it is said to be reliable. Judging from the table below, composite reliability gets a value above 0.7. This means that this research is said to be reliable or has met existing requirements.

Table 2 Reliability and validity tests

Construct/item	Loading	Cronbach	CR	AVE
HR Competency		0,608	0,821	0,700
- My experience in the business I run now	0,939			
- Good management will determine the success of a company	0,720			
Motivation		0,722	0,823	0,609
I add a variety of flavors to the food/drinks I make	0,795			
I am respected and looked upon favorably by others as a business owner	0,894			
Work Discipline		0,610	0,834	0,716
Salary and welfare are balanced with the work done	0,836			
When working, employees are treated according to company procedures	0,760			

Harmonious relationships between employees can create good discipline in the workplace	0,741			
MSME performance		0,644	0,806	0,582
Capital for developing businesses has always increased	0,817			
Customers are one of the priorities in business	0,722			
So far, the number of products sold has always increased	0,746			

Data Source: SmartPLS Processed Data 3,2024

Table 3 describes the hypothesis of a significant influence. In the hypothesis test it is declared accepted if the P value <0.1. Proving the first hypothesis (H1), HR Competency on Motivation obtains (β = 0.163, P > 0.01) and it can be interpreted that HR Competency has a positive and significant effect on Motivation. So the first hypothesis (H1) is accepted. Proving the hypothesis (H2) Work Discipline on Motivation obtains (β = 0.177, P > 0.01) It can be interpreted that work Discipline has a positive and significant effect on Motivation. So the second hypothesis (H2) is accepted. Proving the hypothesis (H3) Motivation on MSME Performance obtained (β = 0.17, P > 0.01) and it can be interpreted that Motivation It can be interpreted that work Motivation a positive and significant effect on MSME Performance. So the third hypothesis (H3) is accepted. Proving the hypothesis (H4) HR Competency on MSME Performance through Motivation as mediation obtained (β = 0.028, P > 0.05) and it can be interpreted that HR Competency has an effect on MSME Performance with Motivation as mediation. So the fourth hypothesis (H4) is accepted. Proving the hypothesis (H5) Work Discipline on MSME Performance through Motivation as mediation obtained (β = 0.030, P > 0.05) and it can be interpreted that Work Discipline has an effect on MSME Performance without Motivation as mediation. So the fifth hypothesis (H5) is accepted.

Table 3 Hypothesis Testing

Part (hypothesis)	Direct effects		Indirect effects		Total effect	
	β	T-value	β	T-value	β	T-value
HR Competency => Motivation	0,163	2,655**			0,163	2,655**
Work Discipline => Motivation	0,177	2,872**			0,177	2,872**
Motivation => MSME performance	0,170	2,351**			0,170	2,351**
HR Competency => MSME Performance			0,028	1,545*	0,028	1,545*
Work Discipline => MSME Performance			0,030	1,432*	0,30	1,432*
Note: * P < 0.05; ** P < 0.01						

Data Source: SmartPLS Processed Data 3,2024

4.3 Discussion
HR Competency Has a Positive Influence on Motivation
The research results show that HR Competency has a positive effect on Motivation. In the mean time, the aftereffects of this study show that HR Competency significantly affects Motivation. This shows that HR competency is one of the factors that can influence motivation. The research results show that the T-Value value of the influence of HR Competency on Motivation shows that there is a T-Value value of (2.655), and the T-Value value is greater than (0.01)

This research shows that there is a significant positive between HR Competence and Motivation. It very well may be concluded that the higher the HR competency in MSME, the higher the motivation to work and achieve goals. This finding is in accordance with past penelitian conducted   by, (Meta & Slamet, 2022) and this research is in line with theories which say that HR Competency can increase expectations, value of

results, and individual self-efficacy, which in turn increasing motivation, which shows that HR competency has an effect on motivation. These results occurred because:

    a.   HR competency can help MSME fulfill higher needs, such as respect and self-actualization, thereby increasing their motivation. (Malow Theory)

    b.   HR competency can increase the expectations and value of MSME results, as well as strengthen their confidence in achieving goals, thereby increasing their motivation. (Vroom's Expectancy Theory)

    c.   HR competency can increase the Self-Efficacy of MSME, thereby making them more confident and motivated to work hard. (Bandura's Self-Efficacy Theory)

Work Discipline Has a Positive Influence on Motivation

The research results show that Work Discipline positive affects Motivation, while the of this study show that Work Discipline meaningfully affects Motivation. This shows that work discipline can influence motivation. The research results show that the T-Value value of the influence of work discipline on motivation shows that there is a T-value of (2.877), which means the T-Value value is greater than (0.01).

That in this research there is a huge positive connection between Work Discipline and motivation . It can be concluded that the higher the work discipline in culinary MSME, the higher the motivation to work and accomplish objectives. This finding is in accordance with past research conducted by Hermayani (2022) and this research is in line with theories which state that work discipline can increase workers' sense of responsibility, commitment and obedience, which increases their motivation to work better. These results occurred because:

    a.   Work Discipline can help create a conducive and organized work environment, which can increase workers' intrinsic motivation. (Herzberg's Motivation Theory)

    b.   Work Discipline can increase workers' expectations of achieving goals and strengthen their belief in the relationship between effort and results, thereby increasing their motivation. (Vroom's Expectancy Theory)

    c.   Work Discipline can help workers feel more in control of their work, which can increase their self-confidence and motivation. (Adler's Control Theory)

Motivation has a positive influence on MSME performance

The research results show that Motivation affects positive impact on the performance of MSME, while the results of this research show that Motivation has an effect on the performance of Culinary MSME. The research results show that the T-Value value of the impact of Motivation on MSME Performance shows that there is a T-Value value of (2.351), which means the T-Value value is greater than (0.01).

This research shows that there is a significant positive relationship between motivation and MSME performance. It can be concluded that the higher the motivation in culinary MSME, the higher the performance. This finding is in accordance with past research that was conducted by (Prasetyo, 2022). These results occurred because:

    a.   High motivation drives individuals to fulfill higher needs, such as respect and self-actualization, which in turn drives them to work harder and achieve higher goals. (Maslow's Hierarchy of Needs Theory)

    b.   High motivation increases individuals' expectations of achieving goals and strengthens their belief in the relationship between effort and results, thereby encouraging them to work harder and achieve better results. (Vroom's Expectancy Theory)

    c.   High motivation increases individuals' confidence in their abilities, encouraging them to be more persistent and never give up in achieving their goals. (Bandura's Self-Efficacy Theory)

5.   CONCLUSIONS AND RECOMMENDATIONS

Based on the findings, the research can conclude that HR Competency and Work Discipline have a positive and significant influence on Motivation. Motivation itself has a positive influence on the Performance of Culinary MSME in Semarang City. These findings show that HR Competency, Work Discipline and Motivation are important factors that affect MSME performance. Therefore, in improving the performance of MSME, efforts need to be made to improve HR competency, work discipline and motivation. These findings show that efforts are made to provide positive experiences to Culinary MSME business actors in Semarang City so that they become more advanced and developed. This conclusion provides a clear understanding that improving quality and loyalty in work means the performance of MSME can increase. Therefore, companies can continue to focus on performance in order to provide experiences to customers to create a positive impact and their long-term success in culinary MSME.

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