



Analysis of Intrinsic Work Motivation in Improving Employee Performance in Dapoer Rendang Riri MSME

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Abstract

This research is motivated by the importance of human resources for the sustainability of MSMEs, especially in the context of the competitive culinary industry. This study aims to analyze the effect of intrinsic work motivation on employee performance at the Dapur Rendang Riri MSME in Payakumbuh. Using a qualitative approach, this study involved in-depth interviews with employees and leaders of Dapur Rendang Riri. The results showed that the intrinsic work motivation of employees was quite high, marked by the presence of an internal drive to achieve achievements, recognition, and a sense of responsibility for work. This intrinsic motivation contributes positively to improving employee performance, which is reflected in product quality, production quantity, completion time, cost efficiency, and relationships between employees. This study concludes that intrinsic motivation is an important factor in improving employee performance at the Dapur Rendang Riri MSME. Therefore, companies need to continue to strive to create a conducive work environment and provide opportunities for employees to develop their potential.

Keywords: *Intrinsic Motivation; Employee Performance; SME*

Introduction

Muriithi (2017) and Tuan (2020) explain that there is no universally accepted definition for small and medium enterprises. Therefore, each country and organization have its own definition of Micro, Small, and Medium Enterprises (MSMEs). Atan, Raghavan and Mahmood (2015) state that when identifying small and medium enterprises, governments and organizations often use the following main criteria: number of employees; annual revenue/assets/investment level; and industry of operation (ownership).

In Indonesia, the definition of MSMEs is regulated in Law Number 20 of 2008 concerning Micro, Small, and Medium Enterprises. This law provides general limitations, but its implementation at the regional level can vary. This emphasizes that MSMEs have varying complexities in measuring and comparing their existence in various regions of Indonesia.

West Sumatra, with its rich culture and culinary specialties, is home to a large number of MSMEs. This phenomenon also occurs for MSMEs in the region, thus being able to drive the regional economy, create jobs, and preserve cultural heritage (Septrizola, 2021; Rahmi & Yuzaria, 2021). See table 1.

All the potential possessed by human resources has a great influence on the organization's efforts in achieving its goals (Hitka *et al.*, 2019). This also emphasizes that human resources are the most valuable asset for MSMEs. By managing human resources effectively, MSMEs can increase

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productivity and competitiveness (Baviga *et al.*, 2023; Singh *et al.*, 2023) as well as the ability to innovate (Ariescy *et al.*, 2021) and the innovation capabilities and competitive advantage (Wongsansukcharoen & Thaweepaiboonwong, 2023). This reinforces that competent employees can produce better, more innovative, and more efficient products or services. In line with research (Yadewani, 2023), developing a business requires special competence. Therefore, it is important for MSMEs to pay serious attention to the development and management of their human resources.

Table 1: Number of MSMEs in West Sumatra

No	Type of business	Amount	Percentage
1	Micro Business	531,350 Units	89.59%
2	Small business	53,431 Units	9.01%
3	Medium Enterprises	7,900 Units	1.33%
4	Big Business	419 Unit	0.007%
TOTAL		593,100 units	100%

Source: Nurlaila *et al.*, 2022

Many factors can influence employee performance (Diamantidis & Chatzoglou, 2019) as transformational leadership (Kamener *et al.*, 2021), Organizational Innovation (Kareem *et al.*, 2019), Work Stressors, and Creativity (Nasir *et al.*, 2022), competence and motivation (Asri & Moderin, 2024), partnership programs and work environment (Salman, Rahmawati & Prihatiningtyas, 2020), job training and competency (Yadewani, 2023), EO and skills and knowledge, skills, and abilities (Yadewani, Pandi & Rahayu, 2024). By considering many factors, it is expected to increase productivity and achieve business goals.

Work motivation is a very important thing in every area of organizational or company life. (Umeozor, 2018). Motivation is something that drives, channels, and encourages human behavior such that people are eager to work hard and joyfully to get the best results. Identifying internal and external factors enables managers to control the negative consequences that might transform satisfaction into unhappiness (Al-maaitah, Alsoud & Al-maaitah, 2021). Furthermore, intrinsic motivation is an internal urge that comes from within the individual to carry out an activity because they feel interested, challenged, or useful (Siagian, Khoiri & Hikmah, 2022). In carrying out its activities, employee performance must also be a special concern for MSMEs actors. Performance is about what is done and how to do it (Ali & Anwar, 2021). So that every employee must be able to carry out their duties, and the final results they achieve greatly determine the sustainability and growth of MSMEs.

Payakumbuh City, as one of the cities in West Sumatra, also has a significant contribution to the development of MSMEs, one of which is the type of rendang-making business. So that Payakumbuh has become part of the local culinary landscape with the most connoisseurs and the most popular type of rendang in terms of sales. So that Rendang is also crowned as the icon of Payakumbuh City, according to the statement of the mayor of Payakumbuh, Rizal Palepi (<https://www.merahputih.com/post/read/tika-payakumbuh-jadikan-rendang-ikon-kota>). This condition is proven from table 2 that there are as many as 45 rendang businesses in the city of Payakumbuh, which means that rendang is not only a typical food in Payakumbuh but also a fairly large industry and is expected to have a very positive impact on the sustainability of MSMEs and regional income.

Table 2: Number of Rendang Businesses in Payakumbuh City

Subdistrict	Amount
West Payakumbuh	13
North Payakumbuh	6
South Payakumbuh	4
East Payakumbuh	7
Tigo village lamp	15

Dapur Rendang Riri is located on Jl. Tan Malaka KM 4 RT.05/RW.01 Kelurahan Sungai Durian, which is located in the rendang village in Payakumbuh and has become part of the local culinary landscape. Furthermore, Dapoer Rendang Riry is one of the producers of egg rendang, whose products are able

to compete with other brands in the city of Payakumbuh, especially in the rendang village area, because it produces superior products. Here are some of the products from Dapoer Rendang Riri in the table below.

Table 3: Product data on Dapoer Rendang Riri

No	Types of products
1	Egg Rendang
2	Cassava Rendang
3	Shredded Beef Rendang
4	Shredded Chicken Rendang
5	Eel Rendang with Daub
6	Anchovy Rendang
7	Wet Beef Rendang
8	Dry Lung Rendang
9	Pounded Beef Rendang
10	Shredded Mushroom Rendang

The data above indicates that the variety of rendang products offered by Dapur Rendang Riri has a very positive impact, both for employees and for business continuity. By continuing to innovate and develop new products, this MSMEs can increase competitiveness, strengthen the brand, and achieve greater success.

However, like other MSMEs, Dapur Rendang Riri also faces various challenges in managing limited human resources, especially in terms of specific expertise to produce various types of rendang and meet high-quality standards, and this is also suspected to have a direct impact on intrinsic motivation and employee performance. Based on the explanation above, the researcher is interested in conducting research with the aim of analyzing intrinsic work motivation in improving employee performance at Dapoer Rendang Riri.

Methodology

The type of data used in this research is qualitative data for the reason of obtaining in-depth data in its entirety and by means of description in the form of words and language in a specific natural context by utilizing various natural methods (Moleong, 2018). While the data source of this study is primary data through written and oral statements made to informants at Rendang Dapur Riri. Data collection techniques in this study were carried out by observation, interviews and documentation. The data analysis technique used is the triangulation technique, which is a technique for checking data from various sources in various ways and at various times (Abdalla *et al.*, 2018). By interacting directly with the research object, sufficient data will be produced to understand the work motivation of Dapoer Rendang Riri employees. Data collection carried out by the author is by going directly to the field (field research) with observation, interviews, and documentation.

Results

Triangulation technique can be likened to a technique for checking the validity of data by comparing the results of interviews with research objects. Respondents' answers are the main key in understanding the analysis of work motivation in improving employee performance at Dapoer Rendang Riri.

Based on the interview results, it can be concluded that the intrinsic work motivation of Dapur Rendang Riri employees is quite high. Employees feel motivated by achievement, recognition, the work itself, responsibility, and the opportunity to develop. This indicates that the company has succeeded in creating a conducive work environment to improve employee motivation and performance. This is in line with research by. In line with research conducted by (Cerasoli, Nicklin & Ford, 2014; Datu, Pasigai & Soraya, 2024) which states that work motivation, both intrinsic and extrinsic, plays an important role in improving employee performance.

Table 4: Work Motivation Interview Results

No	Motivation Indicators Intrinsic Work	Research Interpretation
1	Achievement	Based on the interview results, it can be concluded that the leadership has provided encouragement that is able to improve employee performance through each employee's success.
2	Confession	Based on the interview results, it can be concluded that every employee wants to be given recognition for every work result as a form of appreciation from the leader.
3	The job itself	Based on the interview results, it can be concluded that this employee feels that the work of cooking rendang itself provides satisfaction and motivation.
4	Responsibility	Based on the interview results, it can be concluded that employees already have a high sense of responsibility for product quality and the company's good name.
5	Progress (Nawawi, 2000; Mangkunegara, 2013)	Based on the interview results, it can be concluded that employees have been given space to continue learning and developing in their careers. So that employees have the motivation to improve their performance.

Based on the interview results above, it can be concluded that in general, Dapur Rendang Riri employees have good performance. However, the company needs to continue to make efforts to improve employee performance through various supporting programs and policies.

Table 5: Employee Performance Interview Results

No	Employee Performance Indicators	Research Interpretation
1	Quality.	Based on information from informants, it can be concluded that employees are able to produce rendang with a consistent taste and attractive packaging and are able to meet the established cleanliness standards.
2	Quantity	From the results of interviews with informants, it can be concluded that in working, employees have been able to meet production targets within the time frame that has been set, both in terms of the quantity set and the processing time.
3	Completion time	From the results of interviews with informants, it can be concluded that employees are able to complete work according to the time specified, starting from preparing ingredients, the cooking process, to the packaging process.
4	Cost Suppression.	From the results of interviews with informants, employees are already aware of how to use raw materials efficiently and minimize waste.
5	Relationship between employees (Mangkunegara, 2013)	Based on the results of interviews with informants, it can be concluded that employees are able to implement teamwork, which is indicated by effective communication and mutual assistance among employees.

Discussion

The Relationship between Intrinsic Motivation and Employee Performance

These findings suggest that by focusing on meeting employees' intrinsic needs, such as providing opportunities for growth and recognizing achievements, companies can significantly improve employee performance (Malek, Sarin & Haon, 2020; Manzoor, Wei & Asif, 2021; Gyansah & Guantai, 2018). This study shows that if companies want their employees to work diligently and with quality, then companies must pay attention to the feelings and needs of employees. By providing opportunities to learn and develop and recognizing their achievements, employees will feel happier and more motivated to give their best to the company.

Performance Supporting Factors

The results of the study above explain that there are several factors that influence employee performance at the Dapoer Rendang Riri UMKM, namely the work environment, leadership and company policies. In line with the research of (Siddiqi & Tangem, 2018; Zhenjing *et al.*, 2022) a positive work environment can improve employee performance. This explains that employees who work in a supportive environment, both physically and psychologically, tend to be more productive, creative, and loyal to the company. Meanwhile, López-Cabarcos, Vázquez-Rodríguez and Quiñoá-Piñeiro (2022) explain that the work environment and leadership behavior are variables that influence employee performance. Where an effective leadership style is very important in motivating employees and improving performance. Leaders must be able to provide support, guidance, and constructive feedback (Chua, Basit & Hassan, 2018) and be aligned with the culture of the managed business unit. Other opinions also explain that leadership style is considered to be able to influence employee turnover rates, so that business actors are able to create a conducive work environment for their employees (Tsuruta, 2020). Another thing, through effective HR policies, companies can build a work culture that encourages employees to continue learning and developing, thereby improving performance and achieving organizational goals (Varshney, 2020) and Stakeholder engagement (Civera, De Colle & Casalegno, 2019). Another major issue is the advancement of digital technology. Changes in corporate policies and value creation strategies are projected to have a substantial impact on employee performance (Menz *et al.*, 2021).

Conclusion

Based on the results of data analysis, the following conclusions can be put forward:

Motivation has a positive effect on employee performance at Dapur Rendang Riri. The better the motivation, the more the employee performance will increase positively and significantly. Of the five indicators to support work motivation in improving employee performance, Dapoer Rendang Riri has been running well. So it can be concluded that the motivation given emphasizes intrinsic motivation. And in order to improve employee performance, we must always pay attention to quality, quantity, completion time, cost and relationships between employees. Further research is needed to identify other factors that may influence intrinsic motivation and employee performance. Further research can be conducted by involving a larger sample, using different research methods, or considering other relevant variables.

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Conflict of Interest

The authors declare that they have no competing interests.

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