

ABSTRAK

Pramita, Riska Dwi. 2025. *Analisis Motivasi Kerja dan Kinerja Karyawan pada Industri Fashion (Studi Kasus pada Home Industri Anuratu Store Classy Vintage)*. Skripsi, Program Studi Ekonomi Fakultas Sosial dan Humaniora, Universitas Nurul Jadid. Pembimbing: Dedy Junaedy, M.AB.

Kata Kunci: Motivasi Kerja, Kinerja Karyawan, Industri Fashion.

Industri fashion di Indonesia mengalami perkembangan pesat, namun Home Industri Anuratu Store Classy Vintage menghadapi tantangan operasional seperti pengelolaan stok yang tidak optimal, permintaan produk musiman, pembatasan akun Shopee akibat penalti, dan keterbatasan ruang produksi, yang berdampak pada kinerja karyawan dan kepuasan pelanggan. Penelitian ini bertujuan untuk menganalisis faktor pendukung dan penghambat motivasi kerja karyawan serta peran motivasi kerja terhadap produktivitas dan kualitas kinerja karyawan di Home Industri Anuratu Store Classy Vintage.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data dikumpulkan melalui observasi, wawancara mendalam dengan pemilik dan karyawan, serta dokumentasi. Teknik *Purposive sampling* digunakan untuk pemilihan informan. Analisis data dilakukan melalui tahap editing, klasifikasi, dan verifikasi dengan uji keabsahan melalui triangulasi sumber, teknik, dan waktu.

Hasil penelitian menunjukkan bahwa faktor pendukung motivasi kerja meliputi lingkungan kerja kekeluargaan, kesesuaian pekerjaan dengan minat, apresiasi non-finansial, dan fleksibilitas penggajian, sementara hambatan mencakup ketidakpastian permintaan produk, beban kerja meningkat, dan keterbatasan ruang. Motivasi kerja yang kuat secara langsung meningkatkan produktivitas dan kualitas kinerja karyawan, tercermin dari ketelitian produk, pencapaian target, komunikasi tim yang efektif, dan semangat kerja yang terjaga.

Kesimpulan dari penelitian ini bahwa motivasi kerja karyawan di Home Industri Anuratu Store Classy Vintage terutama dipengaruhi oleh faktor non-finansial seperti suasana kekeluargaan, apresiasi, dan fleksibilitas kerja, yang berperan penting dalam menjaga produktivitas dan kualitas kinerja meskipun dihadapkan pada tantangan ketidakpastian pesanan dan keterbatasan ruang.

Pramita, Riska Dwi. 2025. An Analysis of Work Motivation and Employee Performance in the Fashion Industry (Case Study at Home Industry Anuratu Store Classy Vintage). Undergraduate Thesis, Economics Study Program, Faculty of Social and Humanities, Nurul Jadid University. Advisor: Dedy Junaedy, M.AB.

Keywords: Work Motivation, Employee Performance, Fashion Industry.

The fashion industry in Indonesia is experiencing rapid growth; however, Home Industry Anuratu Store Classy Vintage faces operational challenges such as suboptimal stock management, seasonal product demand, Shopee account restrictions due to penalties, and limited production space, which affect employee performance and customer satisfaction. This study aims to analyze the supporting and inhibiting factors of employee work motivation as well as the role of work motivation in improving employee productivity and performance quality at Home Industry Anuratu Store Classy Vintage.

This research uses a qualitative method with a descriptive approach. Data were collected through observation, in-depth interviews with the owner and employees, and documentation. Purposive sampling was employed in selecting the informants. Data analysis was carried out through editing, classification, and verification stages, with validity testing conducted through source, technique, and time triangulation.

The results show that the supporting factors for work motivation include a family-like work environment, job suitability with personal interests, non-financial appreciation, and flexible payment systems, while the inhibiting factors include uncertainty in product demand, increased workload, and limited workspace. Strong work motivation directly improves employee productivity and performance quality, as reflected in product precision, target achievement, effective team communication, and sustained work enthusiasm.

The conclusion of this study is that employee work motivation at Home Industry Anuratu Store Classy Vintage is primarily influenced by non-financial factors such as a family-like atmosphere, appreciation, and work flexibility, which play an important role in maintaining productivity and performance quality despite challenges such as uncertain orders and limited workspace.