

## Usulan Imbalan untuk Store Supervisor pada Perusahaan Ritel = Proposal on Compensation for Store Supervisor of Retail Company

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### Abstrak

PT. X yang berdiri pada tahun 1978 merupakan perusahaan ritel bisnis. Setiap tahunnya PT X memperluas kegiatan bisnisnya di seluruh Indonesia. Oleh karena itu perusahaan ini memerlukan peran Store Supervisor untuk mengendalikan kegiatan operasional store dan mencapai tujuan organisasi. Tujuan tugas akhir ini adalah untuk meneliti sebab-sebab di balik penurunan motivasi kerja dan produktivitas kerja serta tingginya angka turnover Store Supervisor di PT. X.

Penelitian perlu dilakukan karena penurunan motivasi kerja dan produktivitas kerja tersebut mengakibatkan dampak negatif bagi perusahaan dan terhambatnya pelaksanaan strategi-strategi bisnis perusahaan.

Penelitian ini dilaksanakan dengan menggunakan pendekatan kualitatif dengan teknik pengumpulan data berupa wawancara dan studi dokumen.

Hasil penelitian menyarankan bahwa: a) Perlu dilihat gambaran imbalan Store Supervisor PT. X; b) Imbalan untuk Store Supervisor PT. X belum kompetitif sehingga perlu dirancang ulang agar dapat meningkatkan motivasi dan produktivitas kerja, menarik dan mempertahankan Store Supervisor. Imbalan yang baru diusulkan dengan mempertimbangkan kondisi perekonomian global dan kemampuan finansial perusahaan.

.....PT. X that was found in 1978 is a retail chain company. Every year, PT X expand the business activity in all around Indonesia. therefore this company need role of Store Supervisor to manage operational activity store and achieve organization aim. The purpose of this final project is to study the reason behind the decrease in job motivation and job productivity as well as high turnover rate of Store Supervisor of PT. X. It is necessary to conduct the study because the decrease in job motivation and job productivity as well as high turnover rate of Store Supervisor of PT. X have caused negative impacts to the company and the obstructions in the implementation of business strategies of the company. The study is conducted by using qualitative approach method. The methods of data collection selected are interview and document study. The result of the study suggested that a) It is necessary to picture compensation of Store Supervisor of PT. X; b) the compensation of Store Supervisor of PT. X considered as uncompetitive so that it is necessary to redesign the package in order to increase job motivation and job productivity as well as to attract and retain Store Supervisor. The new design of compensation package is designed by putting considerations on the world economic situation and the financial capability of the company.