

ABSTRACT

The World Health Organization (WHO) determined the status of Covid-19 to be a global pandemic in March 2020 which had an impact on countries in the world, including Indonesia. MSMEs are one of the pillars of the Indonesian economy which is the sector most hit by the impact of the Covid-19 pandemic. ADA Barbershop as one of the MSMEs in the barbershop service sector is facing the COVID-19 pandemic, high business competition, internal organizational problems so it is required to improve its performance to survive and thrive. The performance of an organization is determined by the performance of employees as one the factor, so leaders must pay attention to their employees. The purpose of this study was to empirically examine the influence of work motivation, compensation, and organizational culture on the performance of ADA Barbershop employees in the era of the Covid-19 pandemic.

This research uses quantitative research methods. The sampling method used is non-probability sampling, namely saturation sampling/total sampling. The data collected were 70 respondents through the distribution of questionnaires or questionnaires to 74 employees spread over 27 gerai and processed using the SPSS version 28 program with the multiple regression analysis methods.

From a series of data analysis processes carried out in this study, it was concluded that work motivation, compensation and organizational culture had a positive effect on employee performance. It is hoped that with the results of this study, the management of ADA Barbershop can increase motivation, employee compensation and organizational culture so that employee performance can increase and is expected to have a positive impact on organizational performance during in the Covid-19 pandemic.

Keywords: Employee Performance, MSMEs, Multiple Regression Analysis