

Enhancing Employee Performance through Leadership, Communication, and Motivation: A Case Study of the Srengsem Neighbourhood Office

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ABSTRACT

This study explores the impact of leadership, communication, and motivation on employee performance at the Srengsem Kelurahan office. It reveals that effective leadership, characterized by strong relationships with subordinates, clear instructions, and motivational strategies, significantly enhances employee performance. Key findings indicate that while the Lurah's leadership has positively influenced several areas, improvements are needed in communication and disciplinary practices. Effective communication and rigorous supervision are identified as critical factors in achieving organizational goals. The study recommends enhancing communication by ensuring clarity in instructions and providing regular feedback, strengthening disciplinary measures to address issues promptly and transparently, and boosting motivation through direct and indirect strategies such as rewards and improved work conditions. These measures aim to improve employee performance, adherence to organizational procedures, and job satisfaction.

Keywords: Leadership, Employee Performance, Communication, Motivation, Supervision

Introduction

Leadership within an organization is crucial due to its strategic role in achieving the organization's goals, often outlined in its vision and mission statements (Amtu et al., 2021; Nasim et al., 2023; Sabila & Alam, 2024; Yang, 2023). Leadership is defined as the ability and skills of an individual in a managerial position to influence the behavior of others, particularly subordinates, to think and act in ways that contribute positively to the achievement of organizational objectives (Farida et al., 2018; Hamadat, 2020; Nader et al., 2019). Leaders are central to management, and management is central to the organization, making effective leadership fundamental to organizational success (Dinibutun, 2020; Nandasinghe, 2020; Ramzi et al., 2021).

Effectiveness, in this context, refers to the degree to which an organization meets its predefined goals. In the Kelurahan office of Srengsem, Panjang District, Bandar Lampung City, several challenges impact leadership effectiveness. These challenges include issues with employee motivation related to task management, the concentration of tasks on a single employee due to insufficient staff, and ineffective communication regarding task execution, all of which affect overall employee performance. These issues underscore the need for effective leadership that can provide clear direction and enhance performance.

Effective leadership involves several key indicators: building positive relationships with subordinates, efficiently completing tasks by translating decisions into clear instructions, establishing connections with stakeholders for successful program implementation, maintaining direct communication and clear commands, and emphasizing task completion (Arifuddin et al., 2023; Kongnyuy, 2020; Shah & Kazmi, 2020). Additionally, factors such as effectiveness and efficiency, authority, discipline, and initiative play a significant role in influencing performance (Al-Nabae & sammani, 2021; Awan et al., 2020; Saleem et al., 2020).

The purpose of this study is to analyze the impact of Kelurahan leadership on improving employee performance and to understand how leadership motivation contributes to enhancing performance in the Srengsem office (Ariyani et al., 2023; Kriekhoff, 2018; Srimulatsih, 2022). By addressing these issues, the study aims to provide valuable insights into the role of leadership in overcoming challenges and achieving organizational goals.

Methodology

This study employs a qualitative research model, rooted in naturalistic settings and relying on human tools for data collection. Qualitative research methods are used to understand the research problem by identifying, selecting, and analyzing information in an inductive manner (Barusman, 2024; Ebneyamini, 2022; Mustofa et al., 2022). This approach allows for an in-depth exploration of leadership and performance dynamics. Data collection

involves both primary and secondary sources. Primary data is gathered through direct observation and interviews with the Kelurahan leadership, staff, and other key informants (Hartanto et al., 2021; Sagita et al., 2023; Shakir, 2021). Secondary data is collected through literature reviews, including books, articles, and relevant documents (Witara et al., 2023).

The study utilizes both library research (for theoretical frameworks) and field research (for empirical data collection) (Hastuti, 2021). Data validity is ensured through triangulation, comparing information from multiple sources and methods to enhance reliability (Rabbany, 2022). The analysis process includes: 1) data reduction, which involves organizing and synthesizing data into a coherent narrative; 2) data display, which involves presenting the data in a structured format for further analysis; and 3) conclusion/verification, which involves interpreting the data to answer research questions and draw final conclusions.

This approach ensures a comprehensive understanding of the leadership challenges and their impact on employee performance, providing valuable insights into improving organizational effectiveness.

Result and Discussion

Results

In the Srengsem Village Office, Panjang District, Bandar Lampung City, enhancing employee performance is significantly influenced by leadership. The Village Head plays a crucial role in providing direction, orders, and motivation to achieve set goals. The quality of leadership can be evaluated based on goal setting. Individual targets should support higher-level objectives and be agreed upon by relevant stakeholders. These goals must be achievable with available performance indicators that can be measured to monitor and evaluate progress.

The research findings indicate that the Village Head of Srengsem has encountered several challenges in their leadership role. One key issue is the underutilization of human resources. Additionally, the Village Head has shown reluctance in enforcing discipline and providing corrective feedback to subordinates. This reluctance to address disciplinary issues has impacted overall employee performance.

Another significant finding is the Village Head's struggle with effective delegation and clear communication of tasks. The Village Head often faces difficulties in providing immediate instructions, leading to misunderstandings and delays in task completion. The inability to translate instructions into actionable tasks has been a barrier to efficient workflow.

Despite these challenges, the Village Head has made efforts to establish good relationships with subordinates by leading by example and listening to their concerns. The head also strives to communicate clearly and delegate tasks effectively. However, issues persist in managing sudden tasks and interpreting instructions, resulting in errors and inefficiencies.

Furthermore, the research highlights that the Village Head maintains positive relationships with work partners, which helps in resolving issues that arise. Collaboration with stakeholders, including both governmental and private sector partners, is crucial for addressing resource limitations and improving public services.

Discussion

The findings reveal that leadership effectiveness at the Srengsem Village Office is strongly influenced by the Village Head's ability to manage and motivate employees, aligning with the leadership principles outlined by (Hamadat, 2020; Nader et al., 2019). Effective leadership entails not only the clear establishment of goals but also the efficient utilization of resources and provision of timely guidance (Amtu et al., 2021; Yang, 2023). However, several challenges were noted, particularly in task delegation and enforcement of discipline, which hinder the enhancement of employee performance, as also suggested by (Nasim et al., 2023).

One of the key issues observed was a reluctance to enforce discipline, which may stem from a lack of confidence or interpersonal difficulties when managing subordinates. This reluctance, as identified by (Ramzi et al., 2021), can diminish the effectiveness of disciplinary measures and reduce office productivity. Similarly, ineffective communication, especially in providing clear instructions for unexpected tasks, reflects a gap in management skills, which is essential for handling emergent issues effectively (Arifuddin et al., 2023; Shah & Kazmi, 2020).

The Village Head's efforts to build positive relationships with subordinates and external stakeholders highlight an understanding of the importance of teamwork and resource optimization, consistent with leadership roles described by (Kongnyuy, 2020). However, while the Village Head has made strides in fostering collaboration, the need to improve task management and communication remains critical to leveraging these relationships effectively (Dinibutun, 2020; Nandasinghe, 2020).

Overall, this study underscores the importance of developing key leadership skills—particularly in task delegation, communication, and enforcing discipline—to create a more productive and efficient work environment. By addressing these areas, leaders can better align their practices with the organizational objectives, as emphasized by (Al-Nabae & sammani, 2021; Awan et al., 2020). Future research could explore strategies to enhance these leadership capabilities and evaluate their long-term impact on organizational performance (Ariyani et al., 2023; Srimulatsih, 2022).

Conclusion

In conclusion, the study demonstrates that effective leadership is crucial for enhancing employee performance at the Srengsem Kelurahan office. Key findings emphasize that building strong relationships with subordinates, providing clear instructions, and motivating employees through rewards and improved work conditions are vital for performance enhancement. Effective communication and supervision are also critical in achieving organizational goals. Although the Lurah's leadership approach has been beneficial in many aspects, there is a clear need for improvement, particularly in communication and disciplinary practices. The research highlights that leaders must focus on clear and actionable communication, maintain rigorous supervision, and implement motivation strategies to drive performance. Recommendations include enhancing communication by ensuring clarity in instructions and providing regular feedback, strengthening disciplinary measures to address issues promptly and transparently, and boosting motivation through direct and indirect strategies such as rewards and improved work conditions. These measures can help improve employee performance, adherence to organizational procedures, and overall job satisfaction.

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