

IMPLEMENTATION OF WORK CULTURE AS AN EFFORT TO IMPROVE EMPLOYEE QUALITY AT UD. BOEROQ MOTOR CYCLE (BMC) KARANGASEM-JENU-TUBAN

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Abstract: This study examines the role of work culture in improving employee quality at UD. Boeroq Motor Cycle (BMC) Karangasem-Jenu-Tuban. This study aims to characterize and evaluate the role of work culture in improving employee quality at UD. Boeroq Motor Cycle (BMC). Through a phenomenological and qualitative descriptive approach, this study analyzes how the work culture in BMC affects employee performance and operational services. The results of the study indicate that the work culture in BMC acts as a set of knowledge that shapes employee behavior and attitudes. This work culture has succeeded in creating quality standards and encouraging employees to meet consumer demand. The implementation of work culture in BMC has created positive values that can be applied and further developed as guidelines in achieving the company's vision and mission. This study reveals that work culture in UD. BMC has a significant influence on improving employee quality. Values such as [mention specific values found, for example: integrity, professionalism, accountability, innovation and exemplary behavior have been internalized in the daily behavior of employees. In addition, this study also found a positive correlation between the implementation of work culture and increased customer satisfaction.

Keywords: culture, work, quality, employees

1. Introduction

Human resources are an integral part of a company's success. Understanding how important superior human resources are for the growth of a business, the organization will strive to create a positive work environment so that its human resources can achieve the goals set by the organization. Work culture is very persuasive in the operation of employee benefits and quality. Because it cannot be denied that HR is a vital component in an organization. For that, the implementation of a good work culture can be realized as an effort to improve the quality of the company/organization.

In line with the progress of the increasingly global world of trade, the organization must be carried out professionally and profitably, so that the organization can maintain its practicality and continue to be creative in accordance with the times. Various advances in countries in the world are supported by work culture. One of the countries that was created with a great work culture is Japan, China, and South Korea. celebrated for its "bushido" spirit, so that in a long time after experiencing an accident due to Japan in World War II, it managed to rise in status to become a country founded by the West.

This situation occurs because of the ability to implement a work culture in both private and open divisions. Meanwhile, human asset (HR) administration is an important part of venture administration. Most of the delay problems, one of the contributing components is human

assets. (Agus Hendarto and M. Luthfi Abdullah, 2020). The work culture in each organization is different because the vision and mission of each organization are also different. The organization has a culture that recognizes it from other comparative organizations. Because being diverse from comparative organizations will provide attractive quality and competitive advantage compared to other businesses. This is due to the acceleration of Indonesia's current trade growth, which also has an impact on social change.

The work culture at that time influenced the implementation of workers in achieving organizational goals and made workers' awareness and desire to have a commitment to the organization so that maximum work dependency and efficiency would be created in achieving personal and organizational goals. (Science, 2016). In the era of globalization, businesses and corporations today must adapt to a highly competitive and fast-moving exchange market. Their ability to create an environment that motivates them to compete and exceed expectations both in the everyday market and in the family environment has been enhanced by the speed and competitiveness of today's exchange competition.

An excellent operational organization can offer assistance to organizations to recognize changes in the living environment and respond proactively to the continuous increase in work capacity to realize operational implementation. (Kusumawati, 2015). Problems that are often faced by Indonesian individuals when Usually the quality of human assets, if this problem can be understood legitimately then it will produce human assets that have weight and competence that can be valuable for appropriate progress.

For companies, human resources are very important and needed by the company and can even be said to be a useful resource for the company in achieving success in realizing the company's goals and employees who strive hard to achieve success in meeting their needs. Companies that currently have large human assets will also create good performance because their implementation can make the right decisions and handle the elements of the organization that work within a company, workers will help the company in evaluating the performance of its own employees.

The company must also have procedures or arrangements that can direct workers to continue work with understanding and coordination. Work culture that leads to changes in intellectual conditions and assesses current workforce actions to increase productivity and prepare for specific difficulties in the future. From several of these analyses, analysts determine the title Implementation of Work Culture as an Effort to Improve Employee Quality at UD. Boeroq Motor Cycle (BMC) Karangasem-Jenu-Tuban that has been able to survive and be created by UD until now. However, there are many workshops in the zone. Therefore, in order to encourage this research further, and so that this research has a clear title, the analyst will start by describing some thoughts as an introduction to the research. The following are research questions based on the framework that has been explained:

1. What is the role of work culture as an effort to improve service operations and employee quality at UD. Boeroq Motor Cycle (BMC) Karangasem-Jenu-Tuban?
2. How is the implementation of work culture as an effort to improve service operations and employee quality at UD. Boeroq Motor Cycle (BMC) Karangasem-Jenu-Tuban?

Questions about objectives can be an articulation of what must be achieved in research. The substance and definition of questions about objectives touch on the details of the problem. In light of the problem's specifics, the following are the goals of this research question:

1. As an effort to analyze the role of work culture as an effort to improve service operations and employee quality at UD. Boeroq Motor Cycle (BMC) Karangasem-Jenu-Tuban.
2. To describe and analyze the implementation of work culture as an effort to improve employee quality at UD. Boeroq Motor Cycle (BMC) Karangasem-Jenu-Tuban.

Based on the objectives to be achieved, questions about this are expected to be useful for those who need it and those who need it, both specifically and its implications. There are two kinds of benefits in this study, namely theoretical benefits and practical benefits. The following are the anticipated and actual benefits of this study:

Theoretical Benefits

1. Contribute in considering the changes that exist in the company environment locked in the segment regarding the importance of implementing work culture as an effort to make steps that benefit representative operations and quality.
2. Providing scientific contributions to the development of companies operating in the field automotive regarding the importance of implementing work culture as an effort to improve service operations and employee quality.
3. It can be used as a proper foothold or reference in previous research which is still closely related to the implementation of work culture.

Practical Benefits

1. For Companies
From the emergence of this idea, it is believed that it can contribute to the implementation of work culture as an effort to improve the quality of employees at UD. Boeroq Motor Cycle (BMC) Karangasem-Jenu-Tuban.
2. For the Community
The emergence of these considerations is expected to become simpler data fabric regarding the implementation of work culture as an effort to advance service operations and employee quality in a company.
3. For Academics
It is hoped that the results of this thinking can be used as a basis for thinking or reference in encouraging research that is still closely related to the use of work culture.

2. Literature Review

Work Culture

Culture can be a term derived from the teachings of human social sciences. In the world of social education, it can be used as a means of conveying information, because it is very secure in a broad tourism culture. Culture is like a computer program that resides in the human brain, which decides wisdom, distinguishes what is seen, coordinates the center on one thing, and maintains a strategic distance from others. According to the Big Indonesian Dictionary, culture is characterized as consideration, tradition, something that creates. something that becomes an existence that is difficult to change. Work culture implies actualizing all our logical potential to supply the price of happiness to the universe. Based on the criteria above, work culture can develop into a habit or tendency to do heavy activities for certain reasons (Sartika, 2020).

Organizational culture is an indicator of a good work culture. Organizational culture can be defined as a set of beliefs that form an internal and external social framework. The vision, purpose and goals of the organization make this clear. In other words, every organization must have a different social personality within it. Thus, the general ideas, norms and values that determine how an organization does things form its organizational culture, which is the basic logic of the organization. These principles, values and beliefs are the foundation for all human

resources of the organization in carrying out their duties. (Moehammad Reza Arfiansyah, 2020).

The following is the work culture promoted by the Minister of Religion (Menag) Lukman Hakim Saifuddin in 2015, more specifically; Intelligence, polished skills, development, duties, and praiseworthy (Religious Services of the Republic of Indonesia 2014) which was then implemented at UD. Boeroq Motor Cycle (BMC) Karangasem-Jenu-Tuban:

Integrity is characterized as an agreement between the heart, intellect, quoting, and great and right activities. Positive markers of this intelligence can be seen, more specifically: 1. Making decisions and being willing to act morally and ethically; 2. Having an optimistic view and using ingenuity in fulfilling his responsibilities and abilities; 3. Obeying laws and related orders; and 4. Eliminating insults, bribes, and tips. Meanwhile, the less good indicators, especially 1. violating employee or position commitments and guarantees; 2. designing or controlling; and 3. tolerating in any way outside the blessed environment.

The second is professional. Professionals are characterized as working in a controlled, competent, and comfortable manner with the emergence of a leader's soul. Polished skills reflect competence and skills. Therefore, representatives at UD. Boeroq Cruiser. (BMC) can continue to advance their polished skills, so that they can carry out their orders legally in organizing to obtain perfect forms and results. Positive indicators of this competence can be seen from: 1. working in accordance with job competencies; 2. teaching and working honestly. 3. completing work formally; 4. carrying out and completing orders on time; and 5. getting incentives and discipline for obeying the arrangements. As a red flag, especially: 1. carrying out work without careful planning; 2. Completing work that is not in accordance with his responsibilities and abilities; 3. showing indifference in the workplace; and 4. carrying out work in an unusual manner.

Third, innovation. Innovation can be translated to create actions that currently exist and greatly improve underutilized items. Honestly, there are times when we are stuck in a work routine and have to go home, work, and go. Many of our representatives do monotonous tasks. Therefore, to be able to do things that are beneficial to society today, it takes confidence in development. Positive growth indicators include: 1. Continuously making changes and progress occasionally and relentlessly; 2). Be open to tolerating valuable thoughts that are not used; 3). Advance individual competence and capacity; 4). Solve problems that require innovation and structure while solving problems; 5. Use new data and developments in communication to your advantage in order to operate effectively. However, negative indicators may continue to appear; 1. Get immediate satisfaction from achievements achieved: 2. Lack of interest in meeting the needs of partners and clients; 3. Ignorance of asking, thinking, and discussing, and 4. Closed to ideas for progress.

Accountability is the fourth point. One way to communicate responsibility is to be reliable and cooperative at all times. High accountability can be demonstrated by: 1. Completing tasks legitimately and on time; 2. Being firm in admitting mistakes, accepting blame, and taking action; 3. Resolving problems promptly; and 4. Devotion to assigned responsibilities. Negative cues are as follows: 1. Being careless in carrying out tasks; 2. Delaying or avoiding following instructions; 3. Always feeling right and blaming others; 4. Job title of prospective employees. 5. Choosing jobs that suit personal preferences; and 6. Specializing in tasks and handling.

The fifth issue, for example, is another equally important issue. Exemplary behavior refers to the capacity to be a role model in all endeavors. The values of exemplary behavior include: 1. Adding authentic and timely work, 2. Trying to admit mistakes, admitting mistakes, and taking

action; 3. Immediately activating the problem; 4. Compliance with announced tasks. Whereas the warning signs are: 1. Careless in keeping promises; 2. Delaying and/or refusing to follow instructions; 3. Always feeling right and happy to blame; 4. Showing the potential for rough work arrivals, (5). Choose positions based on what people want to do.

To realize a productive work culture that becomes a framework for degrees, a leader must have the following elements: (1) understanding of the fundamental factors that determine the meaning of work; (2) attitudes towards work and the work environment; and (3) behavior. (Zainuri, 2016).

Employee

In essence, the idea of workers is likened to the idea of labor, labor or more commonly referred to as human assets (HR). In a large-scale sense, human assets include all people as residents, citizens, or those within certain geographic boundaries and have reached the working age limit, as well as those who have the ability to supervise, a job. In a broad sense, human assets also refer to the population of working age, but there are still some people who are still disadvantaged due to various problems and reasons, such as not entering the workforce. (Andini, 2017).

The Role of Work Culture

Part of the role of work culture influences the quality of administration in meeting client needs, both internal and external clients. Internal buyers are not representatives of themselves, while external customers are buyers of business goods. Hellsten and Klefsjo (2000) stated that it is to understand quality administration, an additional administrative approach is needed, namely at that time the additional administrative approach (TQM) was advertised (Marno Nugroho, 2015).

Implementation of Work Culture

The application or implementation of the work culture itself has 17 basic values of work indicators, especially the markers of imagination culture and work environment. Intelligence and Polishing Skills. Accuracy and Speed and Accuracy and Feelings in carrying out tasks (Khairlah, 2016).

UD. Boeroq Motor Cycle

Boeroq Motor Cycle (BMC) is a workshop that specifically provides and maintains spare parts for motor vehicles or bicycles that was established in June 1998. UD. Boeroq Motor Cycle (BMC) is located on Jalan Raya Glondonggede-Kerek km 2, Karangasem Village RT. 02 RW. 04, Jenu District, Tuban Regency.

3. Method

Phenomenological research is a methodology used, where researchers try to understand the meaning of events and their relationship to individuals in certain circumstances. Analysts with phenomenological investigations try to get the meaning of events and their relationship to standard individuals in certain circumstances or subjective angles of a person's behavior. (Lexy, 2016:14).

Questions about this inquiry use a subjective approach by asking questions about the approach. Serious investigation of the subject, behavior, recognition, inspiration, activity, etc. with the aim of drawing conclusions comprehensively and by concluding descriptions in language and

dialect is known as subjective investigation in an unusual setting. it is common and normal. using different general strategies. Therefore, this investigation does not involve calculations, so that the results obtained are in the form of information in the frame of words that are arranged or spoken that are watched. (Purnayan Wulele & Siap and Makmur Kambolong, 2020).

Qualitative descriptive research is a question about which is coordinated to provide orderly and precise data around indications, realities, or events related to the characteristics of a particular population or location. Analysts use different strategies to uncover and provide a diagram of reality in the field by collecting information and examining it carefully (Ponder et al., 2024).

On the other hand, qualitative research is a question about open-ended job interviews to see and understand the state of mind, views, feelings, and behavior of people and groups of individuals. In this way, this study is based on efforts to develop their opinions in depth, explain and construct through language a multifaceted picture that includes everything, where subjective questions about these views on efforts to build point by point view (Purnayan Wulele & Heat and Makmur Kambolong, 2020).

Since this question is clearly subjective, then the analysts describe the conditions of social reality that must be done by agreeing as it is to obtain data and conclusions. To find out what and how the topic being studied, the analyst tries to dig into the background of the topic, the understanding created by them around the existing events. This reflection is used to describe everything related to the implementation of work culture as an effort to describe the operation of benefits and quality of workers at UD. Boeroq Motor Cycle (BMC) Karangasem-Jenu-Tuban.

4. Results and Discussion

Workplace culture is one element that may affect organizational performance. The reality that work culture can be a supporting thought for future use is evident from what has happened. Articulation from Wu et al. (2011) found that work culture plays a major role in the implementation of organizational culture. Studying 267 academic staff members at the World Islamic University in Malaysia. researchers in the teaching division led by Ali and Musah (2012) showed that work culture has a significant impact on the delivery of higher education. According to research by Dubey et al. (2015). 275 respondents from 760 micro businesses said that their workplace has a good work culture capable of making organizational implementation steps in SMEs or Little Medium Ventures in India. The presentation is in accordance with the results of the information expressed by Mr. Thalib as the Head of UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency:

"Mainly related to the work culture section on employee quality at UD.*Boeroq Motor Cycle*(BMC) is seen through several things: Honesty, competence, creativity, accountability, and setting an example for every employee. Work culture is an important thing that plays a role in influencing the development of social behavior. Employees with high commitment have a very close relationship with the company. This implies that every worker has the inspiration and desire to contribute seriously to the company. Ms. Maya can underline that the work culture in this company aims to change the mindset using current HR practices to increase productivity in order to face future difficulties." (Source: Interview on September 17, 2024 at UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency at 14.15 WIB).

The existence of a good work culture fosters an attitude of mutual trust among employees which can be indicated through the existence of feedback or fast responses between employees in every series of work activities. Mr. Thalib as the leader of UD.*Boeroq Motor Cycle*(BMC) continued its explanation as follows:

"Work culture can be formed by those who are part of the company who focus on corporate ethics, work control, and organizational structure. So that work culture can play a role in forming and controlling representative behavior. It is indeed not easy, Ms. Maya, to implement the work culture that I explained earlier at UD.*Boeroq Motor Cycle*(BMC), but I as a leader continue to instill in every employee to have and continue to maintain a good work culture. Because I believe that a good work culture will have a very extraordinary part for the progress of the company". (Source: Interview on September 17, 2024 at UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency at 14.30 WIB).

Worker behavior in organizations is influenced by changes in work culture. Workplace culture shifts caused by management and employees at UD.*Boeroq Motor Cycle*(BMC). Administrative behavior usually determines the success or failure of a work culture to develop and grow. It is practically certain that leaders will act as agents of change in terms of improving workplace culture. Being a role model is one of the major contributions that is awaited. The same thing was also conveyed by Mas Esnadi who is an employee at UD.*Boeroq Motor Cycle*(BMC):

"Work culture does have a very important role in the progress of UD.*Boeroq Motor Cycle*(BMC). This is proven by the existence of workshops whose numbers can be said to be mushrooming in this area, but that is not a reason for this company to be quiet. Most other workshops buy spare parts from here to resell, sis. Because it cannot be denied that this company provides complete spare parts". (Source: Interview on September 17, 2024 at UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency at 14.45 WIB).

The public will always assess everything related to UD.*Boeroq Motor Cycle*(BMC), starting from having a good work culture such as always providing services by implementing decent, caring, and fair work culture values and having a leader who always guides and gives direction to employees. According to the results of information from Mr. Warno who is a local resident:

"There are many workshops in this area, but this workshop has the most customers. One of the reasons why people choose UD.*Boeroq Motor Cycle*(BMC) is a good service. The employees are friendly, treat customers well. For example, if there is damage again after service after 4 days to 1 week, the workshop does not mind providing service again for free". (Source: Interview on September 02, 2024 at UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency at 09.20 WIB).

Workplace culture clearly identifies the values and beliefs that can revitalize the quality of its members and the key elements that must be prioritized when creating a work culture, such as modernizing behavior and perceptions to improve quality. Thus, it can be emphasized that a

company's work culture plays an important role in its development and determines the quality of employees in working so that they are able to create quality goods or services.

Implementation of UD employee work culture. *Boeroq Motor Cycle* (BMC) that is implemented, functions as a binding demand for its employees. In the eyes of the public, a good company can be seen from how the performance is presented. Efforts to serve sincerely to customers and provide maximum satisfaction are the keys for a company to survive and grow. The work culture implemented at UD. *Boeroq Motor Cycle* (BMC) includes integrity, professionalism, creativity, accountability, and excellence are the first five values.

Integrity is the priority of the work culture that will be discussed. The harmony between the heart, mind, words, and actions that are honorable and sincere is the definition of integrity. The positive characteristics of this integrity include:

1. Determined and eager to achieve what is good and right,
2. Responding to tasks and responsibilities with a positive, wise and intelligent mindset:
3. Comply with applicable laws and regulations; and
4. Refuse to participate in corruption, bribery, or self-gratification.

This action is consistent with the findings of the information conveyed by Mr. Thalib as the Head of UD. *Boeroq Motor Cycle* (BMC) Karangasem Village, Jenu District, Tuban Regency:

"UD. *Boeroq Motor Cycle* (BMC) strives to always provide the best service. Like our vision, which is to provide sincere service. From this vision, it is hoped that the company can grow and develop well. Have a good work culture. I recruit employees who prioritize those who have good character and behavior and have a high spirit of learning. It is better to teach people who can't, but act like an empty glass that is ready to accept what I give or teach. Rather than accepting people who are proficient in their fields but have poor work integrity. Because I do not hesitate to give direction and teach employees from zero until they can". (Source: Interview on September 20, 2024 at UD. *Boeroq Motor Cycle* (BMC) Karangasem Village, Jenu District, Tuban Regency at 10.20 WIB).

The second point is professional. Professional means working in a way that is taught. Competent, and comfortable with the best results. Polished skills reflect competence and skills. Thus, the employees at UD. *Boeroq Motor Cycle* (BMC) can continue to advance their polished skills, so that they can execute their commands precisely in order to obtain ideal forms and results. Positive indicators of one's dipole skills include:

- a. Carry out tasks according to work abilities;
- b. Be a teacher and be honest in your profession;
- c. Performing official work;
- d. Complete and carry out activities according to schedule;
- e. Implement discipline and compromise according to the guidelines

As a result of an interview with Mas Syaiful, one of the employees of UD. *Boeroq Motor Cycle* (BMC):

"The leadership of UD.*Boeroq Motor Cycle*(BMC) does not question the educational background of its employees. For example, I, who only received Islamic education, was accepted to work here. Because the leader of UD.*Boeroq Motor Cycle*(BMC) prioritizes someone who is serious about working and is willing to learn seriously in their work. Mr. Thalib as a leader patiently always gives direction and teaches his employees until they can and are proficient." (Source: Interview on September 20, 2024 at UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency at 10.40 WIB).

The third point is progress, which can be characterized as advancing to improve and modernize what already exists. In fact, there are times when we are trapped in a work pattern that requires us to come, not be present, work, and go home. As a result, a large number of our employees do their jobs diligently. Therefore, innovation is very valuable in doing things that are beneficial to society. The following are indications that innovation is valuable:

- a. Never stop growing and progressing;
- b. Embrace fresh perspectives and innovative ideas.
- c. Development of personal abilities and capabilities
- d. Aims to increase creativity and structure in problem solving
- e. Leveraging advances in data and communications effectively.

In relation to this, Mr. Thalib explained how innovation values can be applied at UD.*Boeroq Motor Cycle*(BMC):

"One of the components that drives progress at UD.*Boeroq Motor Cycle*(BMC) is a client who needs very good benefits, is precise, and is receptive to customer concerns. Progress and imaginative ability are important human abilities needed by businesses. These skills maintain the capacity of human resources to generate contemporary ideas and implement them in the company. Contemporary concepts produced are related to the production process or elements of organizing goods or management. Human resources who have high imagination will never stop thinking and acting to improve the quality of the company by observing how others operate and never give up on making better adjustments that will advance the development of the company." (Source: Interview on September 6, 2024 at UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency at 10.00 WIB).

The fourth point is responsibility which can be translated into working thoroughly and being reliable for all jobs. Positive markers of responsibility can be seen from:

- a.) The amount of work completed on schedule and legally.
- b.) Deciding to accept responsibility for mistakes, accept the results, and take action.
- c.) Resolve problems quickly.
- d.) Compliance with specified errors.

This is related to the results of the information presented by Mr. Thalib as the Head of UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency:

"The authenticity of information from UD staff.*Boeroq Motor Cycle*(BMC) is seen from the way they carry out their duties. One way to measure an employee's work ethic is to see how committed they are to completing tasks. The ability of workers to

complete tasks given on schedule and as well as possible, and determine the risks for the choices made or the risks of activities taken. Every employee is obliged to take responsibility for themselves, their colleagues, and the environment (nature, social and culture). (Source: Interview on September 6, 2024 at UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency at 10.25 WIB).

Number five, set a good example for people. People will still judge everything, including work, speech patterns, clothing, and other aspects. Positive indicators include: 1. having a good character: 2. organizing administration in a complete manner, fairly, and politely; 3. supervising and training co-workers and subordinates; and 4. realizing that superior work starts from ourselves. This is related to what the author got from Mr. Kasmaji as an employee at UD. Boeroq Motor Cycle as follows:

"Our break time is 12.30-13.00, for our meals, the employees have been provided with food by the UD management.*Boeroq Motor Cycle*. So we don't have to think about eating lunch outside. Then we continue to pray and recite the Koran. At first I was reluctant to join the Koran reading activities with the other employees. But over time I got used to it. Even if I don't recite the Koran during my break, I feel like something is missing" (Source: Interview on September 6, 2024 at UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency at 10.45).

Mr. Thalib as the leader of UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency also explained further about the work culture that he implemented:

"I want to instill in every employee that working is to wait for prayer time, not working to delay prayer time, even *naudhubillah* if we neglect to pray because of work. Therefore, every time after the Dzuhur call to prayer sounds, we close the workshop for *ishoma*. And after the Ashar call to prayer sounds, we prepare to clean up and close the workshop. Once a friend who has a business like mine reprimanded me, why don't I open until night. Considering the opportunities are very large because I have a lot of customers. But I told my colleague that every time we work there is a prayer time. We must not neglect this, God willing, so that everything we get will be blessed and will be multiplied by Allah SWT". (Source: Interview on September 6, 2024 at UD.*Boeroq Motor Cycle*(BMC) Karangasem Village, Jenu District, Tuban Regency at 11.45 WIB).

Therefore, the example of UD workers can be concluded. Boeroq Motorcycle (BMC) is seen from the following angles:

- a.) Acting morally honest. Good employee ethics are seen in their daily actions that follow the correct guidelines.
- b.) Offer help with a positive outlook.
- c.) Provide effective direction through clear and unambiguous communication. Reliable guidance from UD leadership.*Boeroq Motor Cycle*(BMC) consistently provides advice to staff members to help them perform better.
- d.) You are the first person to create or initiate something. A person's daily actions can be used to measure them. A person who is not self-aware will not follow instructions

legally. UD's leadership has taken this action. Before giving guidance, Boeroq Motor Cycle (BMC) initiated anything on its own.

Work culture plays a role as a form of promoting improved company or organizational performance as shown by research findings. Work culture plays an important role in UD. Boeroq Motor Cycle (BMC) which has been able to survive and develop from 1998 until now. The achievement of a company's goals is certainly inseparable from problems. However, these problems cannot be solved by one party or one stakeholder alone. In order for problems to be resolved immediately, the root of the problem must be found and then an integrated solution must be sought. This is because problems in one area of life intersect with problems in other areas. Thus, the party that has the problem needs other parties to solve the problem quickly and accurately.

The existence of a good work culture fosters an attitude of mutual trust among employees which can be indicated through feedback or fast responses between employees in each series of work activities. Workplace culture changes over time, becoming a control tool that influences how employees interact with customers. In organizations, shifts in representative behavior are influenced by shifts in work culture. Changes in work culture have an impact on UD employees and also administrators. Boeroq Motorcycles (BMC). UD's administrative actions usually determine the success of establishing a work culture. Boeroq Motorcycles (BMC).

In improving work culture, it is almost always certain that the pioneer will become an alter specialist (alter specialist). As an alter operator, one of the important commitments expected is to act as part of the demonstration. The public will always judge everything related to UD. Boeroq Motor Cycle (BMC), starting from having a good work culture such as benefits with a good attitude, full of trust, and reasonable, as well as leaders who always guide and provide direction to employees.

As the work culture develops, it contributes positively to employee performance by learning, doing the right thing, complying with the business environment, and clearly and specifically striving to improve quality. The values and beliefs that foster high-quality behavior among its members are determined by the work culture. It also establishes the key elements that must be prioritized when creating a work culture. such as changing behavior and perceptions before achieving quality improvement. Therefore, it can be emphasized that workplace culture plays a vital role in the development of the organization and the ability of employees to provide high-quality goods and services.

Related to the values of work culture are strongly held by each individual such as integrity, professionalism, employees who have innovations, responsibility for themselves and the work they do, and role models. Values are traits, tendencies, and driving factors that are studied in the life of a group or community organization. These characteristics include attitudes, behaviors, norms, assumptions, and tasks that are considered productive. The vision, intent and purpose of the organization clarify this. In other words, every organization must have a different social personality in it. is a highly developed integrated awareness and deep understanding of the processes that have been faced in a way that goes beyond the capacity of

rational analysis and creativity, values, imagination, and emotional intelligence. Another way to view integrity is as an important skill that everyone must have. There will be a relationship between these abilities and other competencies.

To produce good energy, it is very important that BMC employees must have high integrity because it can influence the trust of others, and harmony is interpreted as harmony between the heart, mind, words, and good and right deeds. Good and right deeds are very necessary to be done and instilled in the souls of UD employees in order to generate positive energy. Positive signs of this integrity can be observed in several ways:

- a.) Firm and have a strong determination to uphold morality and justice.
- b.) In carrying out his duties and functions, he always maintains an optimistic and cautious mindset.
- c.) Comply with relevant laws and regulations
- d.) Firmly oppose bribery, corruption, or self-gratification.

Negative signs include:

- a.) Violating an employee's word, oath, or position;
- b.) Carrying out manipulative actions
- c.) Accepting gifts in any form not covered by the guidelines.

The values that need to be underlined from the implementation of a work culture that is no less important are polished skills, because someone who has a skilled soul will work in a controlled, competent, and comfortable manner with the best results. Polished skills reflect competence and skills. In this way, representatives at UD. Boeroq Motor Cycle (BMC) can continue to make their skill steps, so that they can carry out their orders legally in organizing to get the ideal form and results. This positive point can be seen from;

- a.) Carry out work that is in accordance with the competency of the position;
- b.) Teaching and sincerity in work;
- c.) Do the job thoroughly;
- d.) Carry out and complete tasks on time; and
- e.) Get rewards and discipline according to the rules.

Innovation in the world of work is also very much needed, because Innovation can advance something that already exists and make things that are unused and much better. Signs of a work culture with innovation values can be implemented and have an impact on positive progress are;

- a.) Continuously make improvements and progress every now and then and without fail;
- b.) Be open to tolerating valuable thoughts that are not used;
- c.) Improving individual competence and capacity;
- d.) Determined to need breakthrough and in dealing with problems;
- e.) Data and communication innovation in working effectively and efficiently.

One way to understand responsibility is as an obligation to take care of oneself, and a completed task is equivalent to receiving a significant promotion at work. One cannot escape one's commitment, because obligation is synonymous with diligence and dependability in all areas of one's work. One can observe positive assignment instructions from; 1), doing things

accurately and on schedule; 2). Deciding to admit your mistakes, accept the consequences, and act; 3). Immediately expressing problems; 4). Task commitment decreases.

Exemplary values can start from oneself. Exemplary itself can be interpreted as a good example for others. When giving an assessment, when starting work and doing every job, how the accent and gestures or language used when speaking, how to dress and other things that must reflect the values of the work culture itself. Moreover, everyone at UD. Boeroq Motor Cycle is Muslim. They strongly reflect the Pillars of Islam and the Pillars of Faith in their work. Everything is reflected in the way a person practices their beliefs in daily activities. Positive indicators or instructions can be seen from several things starting from: 1. Honorable character, 2. providing significant benefits to customers. 3). organizing and directing subordinates and partners, and 4). Extraordinary work starts from the individual.

From what is explained above, it can be underlined that the novelty of the thesis "Analysis of the Implementation of Work Culture as an Effort to Improve Service Operations Management and Employee Quality at UD Boeroq Motor Cycle Karangasem-Jenu-Tuban compared to previous studies is that the work culture applied at UD. Boeroq Motor Cycle (BMC) is strongly adhered to and implemented when behaving and behaving in everyday life.

Implementation In essence, work culture is a framework adopted, created, and connected by an organization to implement it. This framework is used to guide considerations and actions towards achieving company goals so that it can be driven as a system that binds members/employees in the company collectively. Naturally, each employee is related to one another so that a mindset and behavior are created that are in line with the vision/mission of the institution/company. Efforts to realize a work culture will form great people, who have high intelligence, form someone who has a capable soul, progress, obligations so that they can be role models for others. Until finally the company has a positive work culture so that it is able to produce quality human resources.

5. Conclusion

Work culture has been able to become a supporting figure to advance organizational performance as evidenced by its emergence in the field. Work culture plays an important role in UD. Boeroq Motor Cycle (BMC) which has survived and been made from 1998 until now. The achievement of a company's goals is certainly not free from problems. Work culture is carried out in a culture of obedience that exists in the UD environment. Boeroq Motor Cycle (BMC) which at that time was based on five perspectives of work culture that have become traits, tendencies, and driving obstacles for everyone. This perspective is settled where attitudes or behaviors, beliefs, conclusions and activities are displayed as work. This is good from the company's vision, mission, and goals

The work culture implemented at UD. Boeroq Motor Cycle (BMC) Karangasem- Jenu-Tuban is as follows: 1.) Integrity is characterized as a match between a big and true heart, contemplation, quotes, and actions. 2.) Professional, which is characterized as working in a controlled, competent, and precise manner with the emergence of leaders. Polished skills reflect competence and mastery. Therefore, representatives at UD. Sepeda Boeroq. (BMC) can

continue to develop their polished skills, so that they can carry out their orders properly in organizing to get the ideal form and results. 3.) Innovation, which can be characterized as the culmination of what now exists and makes things today and commonplace. At home working in we are trapped in a schedule; come, disappear, work, and go to the household. This happens to many of our workers who work repeatedly. So the appreciation for the progress of the ability to produce quality human resources because they are required to carry out contemporary tasks that advance society. 4.) One way to understand responsibility is to do all the work. One can observe the obligations of: 1. culminating in proper and timely work. 5.) Decide to admit your mistakes, own up to them, and take action; 3). Deal with the problem now: 4). Complete and reliable work in all jobs can be achieved by adherence to the assigned tasks. 5.) Exemplary means setting a good example for others. People will still judge everything, including work, speech patterns, clothing, and other aspects.

Thank-you note

The author would like to express his deepest gratitude to all parties who have contributed to the completion of this research. Especially to Prof. Dr. Budiyo, MS, who has provided guidance, direction, and very meaningful support. Appreciation is also conveyed to all respondents, especially MSMEs in Jenu-Tuban District, who have been willing to take the time to fill out the questionnaire.

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