

## ABSTRACT

*UMKM Barokah Pangalengan is a business that sells various typical Pangalengan souvenirs such as caramel milk candy, milk crackers, milk noga, milk dodol. UMKM Barokah Pangalengan was established in 2006, located at JL Pangalengan, Margamulya, Pangalengan sub-district, Bandung, West Java 40378. Based on the results of the study, it is known that there are problems caused by employee morale on employee performance at UMKM Barokah Pangalengan. This problem is caused by employee morale and employee productivity which is not optimal in completing production targets against realization and employee discipline is still not optimal because there are still employees who arrive late.*

*This study aims to determine the effect of work enthusiasm on employee performance at UMKM Barokah Pangalengan. The research method used is a quantitative method with a descriptive approach. The types of data used for this research are primary data and secondary data. Data collection techniques were carried out by non-participant observation, structured interviews, and distributing questionnaires given to employees of UMKM Barokah Pangalengan with a total of 22 respondents. The data analysis techniques used are validity test, reliability test, simple linear regression analysis, correlation coefficient analysis, determination coefficient analysis and hypothesis testing.*

*Suggestions that researchers can give, namely UMKM Barokah Pangalengan, namely that the company should provide bonuses, health benefits, awards or rewards and praise when employees have worked optimally, the company should upgrade production equipment to be more modern, so that production targets can be realized, and leaders should be strict with employees who are often late for work.*

*Keywords: Work Morale, Employee Performance*