

CASE STUDY ON WORKLOAD AND ITS IMPACT ON EMPLOYEES AT CAROLINE.ID SOUTH TANGERANG

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Abstract

This study aims to determine and analyze workload and its impact on employees at PT Caroline.id in South Tangerang. Workload is a critical factor that can influence employee performance, motivation, and psychological well-being. In a competitive and dynamic work environment such as the digital automotive sector, the balance between job demands and individual capabilities is crucial for management to address. This study used a qualitative approach with a case study method, where data was obtained through in-depth interviews, observation, and documentation with several Caroline.id employees. The results indicate that some employees experience high workloads, particularly in the operations and customer service divisions, which can lead to decreased work motivation, mental fatigue, and decreased productivity. However, supportive coworkers and a good management system can help mitigate this stress.

Keywords: Workload, Impact, Caroline.id

Introduction

PT Caroline.id is companies operating in the field automotive, in particular in-service sell buy car used online. Established For answer need public will process the transaction car more traces transparent, safe, and efficient, Caroline.id is here with combine digital technology and services professionals in the industry Indonesian automotive industry continues to grow develop rapidly.

Caroline.id does not only provide service sell buy car used, but also gives service addition like checking quality vehicles, financing (leasing), and swap plus vehicle. With existence features said, Caroline.id is committed for give experience best for customer as well as increase trust public to the car market used in Indonesia.

In addition to focusing on customers, the company also strives create environment professional and innovative work. Caroline.id places source Power man as asset main in operate its operations. Therefore, that aspect motivation work, satisfaction employees, as well as culture organization become factor

important in support performance company in a way overall.

With competition business automotive which is increasingly tight and changing need dynamic consumers, Caroline.id continues innovate in business strategy, HR management, and service customers. This effort done so that the company can survive and thrive in a way sustainable in the midst digital transformation of the global economy.

Theoretical Framework

Management and Management Human Resources

According to Robbin and Coulter (2007:8), management is the process of organizing related activities with work so that work the can completed with and through other people. in a way effective and efficient. For planning, managing and supervising source Power human, tool necessary management is management source Power human resources (HR).

According to Emron et al. (2017), management source Power man is the process of managing, motivating, and building source Power man for fulfil objective strategic organization as well as increase performance employee through various step strategic.

Workload

Workload is a very large amount of work in an organization or company such as responsibility or authority that (Rohman & Ichsan, 2021). According to Purwatiningsih and Pamungkas (2022), opinions regarding workload are closely related to work-related matters, where assessments of tasks or responsibilities that require mental and physical effort and must be completed within a certain timeframe will certainly have positive and negative impacts on a person. Workload indicators according to Ali et al. (2022) include: Amount of Work, Work Targets, Boredom, Work Standards, and Work Conditions.

Method

Types and Approaches Study

Study This use approach qualitative with type study descriptive approach qualitative chosen Because focus on understanding meaning, views, and experiences informant to the phenomenon being studied, namely management source Power humans and systems work in a vehicle showroom wheel four. Research qualitative is a research model that is humanistic, where man in study This placed as subject main in something social events. (Rizal Safarudin Z. K., 2023)

Location and Time of Research

Study This was held in a showroom in the South Tangerang area, which was selected Because own characteristics business upper-middle class with amount limited employees as well as system work that is still based family. Research time

implemented on October 6, 2025, includes activity observation field, interviews, and documentation supporters.

Subject Research (Informant)

Subject study determined use purposive sampling technique, namely technique taking samples used when researchers Already have individual targets with appropriate characteristics with need research (Turner, 2020).

As for the informant in study This includes:

Showroom manager

Play a role as taker decision main in car showroom operations, including in sales strategy matters, management stock vehicles, and coordination with team marketing.

Two showroom employees

Who plays a role as implementer activity operational daily, such as serve customers, set up vehicle displays, perform administration sales, as well as help guard connection Good between managers, customers, and other parties supplier. Structure informant This describe pattern work of a nature coordinative and professional, with manager as director main activity operations and employees as implementers in the field for ensure smoothness car showroom activities.

Data collection technique

Descriptive qualitative (QD) focused for answer question research that related with question who, what, where and how an event or experience happen until Finally reviewed in a way deep for find pattern pattern emergingat the event (Kim, H., Sefcik, J. S., & Bradway, C., 2016)

Data collection according to Effendy, AA (2019) [18] is "Data collection at the research location by conducting observations, interviews, and documentation by determining the data collection strategy that is considered appropriate and to determine the focus and depth of data in subsequent data collection". Data collection techniques used in study This includes:

Observation

Observation done for observe in a way direct activity daily at the car showroom *Caroline.id*, especially those related with burden Work employees. Observed aspects covering quantity and type tasks performed, duration and intensity work, interaction between employees, as well as condition environment work. Observation This aim for get description real about level burden work and how matter the influence performance as well as efficiency showroom operations.

Interview

Semi-structured interviews done to one manager and two employees in the showroom. Questions focused on perception of the burden of work, division of tasks, pressure of time, responsibility of individuals, as well as the strategies used to manage the burden of work to remain optimal. This interview was recorded and transcribed for deep analysis.

Documentation

Documentation covering the results of the interview, photos of work activities in the showroom, work schedules of employees, as well as notes on relevant fields with the burden of work. This documentation data was used to strengthen the findings of the observations and interviews.

Data Analysis Techniques

Data analysis in this study uses analysis models from Miles and Huberman's interactive, which consists of three main stages, namely:

1. Data Reduction – is the process of selecting, centralizing attention, simplification, and transformation of the raw data obtained from the results of the interview as well as observation, to be appropriate with focus and goals of the study.
2. Data presentation – compiling findings in the form of descriptive narratives and interview quotes to show patterns and relationships between variables.
3. Conclusion Drawing and Verification – a process carried out continuously throughout the research, where researchers begin to search for meaning, note regular patterns, identify configurations of cause-and-effect relationships, and then re-check the findings through field reviews, discussions with colleagues, and cross-data testing so that the conclusions produced are increasingly detailed. (Rijali, Analisis Data Kualitatif, 2018)

The analysis process is carried out simultaneously from data collection to the report preparation stage, so that the results reflect actual field conditions.

Results

Question: How do you manage stress and fatigue due to the perceived workload?

Table 1.1

Informant	Answer Informant
Manager	One of the most effective ways to overcome stress and fatigue due to the burden of hard work is by getting enough rest through sleep. According to him, sleep can help restore energy, physique, and mentally so that work can be more focused and productive.
Employee 1	To reduce stress and fatigue due to the heavy burden of work, he chose to rest by getting enough sleep. Rest through sleep is considered capable of restoring stamina and maintaining emotional balance in work.
Employee 2	Rest or recovery through enough rest is the main strategy to face pressure and fatigue in the workplace.

Based on the results of interviews with informants consisting of one manager and two employees at the Caroline.id car showroom, a common view was found regarding the importance of adequate rest, especially through sleep, as a primary strategy in managing stress and fatigue that arise due to high workloads.

Discussion

Caroline.id Overview

Caroline.id began with the story of a humble family with a strong passion for development in the automotive world. About four years ago, the business was founded when the son—who was then studying and had been laid off from his job—was given the opportunity to manage a used car buying and selling business. Although initially hesitant due to limited experience and capital, his father provided full support, both financially and with guidance in business management.

The impetus to open a car showroom also stemmed from the family's desire for a sustainable business, especially as his wife, who was approaching retirement, wanted to remain productive and involved in positive activities. With the family's cooperation and mutual assistance, Caroline.id began from scratch—organizing the sales system, improving service quality, and building customer trust.

The name "Caroline.id" was chosen to reflect the concept of a car that is *caring and reliable*—concerned with customer needs and reliable in every transaction. Through its digital platform and physical showrooms, Caroline.id offers a safe, transparent, and easy used car buying and selling experience for Indonesians.

Along the way, Caroline.id faced various challenges, such as fluctuating vehicle prices, changing market trends, and declining purchasing power. However, thanks to the commitment, innovation, and collaboration of the entire family, the company was able to survive and continue to grow. Today, Caroline.id is not only a place to buy and sell cars, but also a symbol of the perseverance, integrity, and entrepreneurial spirit of Indonesian families.

Caroline.id is committed to continuously providing the best service, expanding its showroom network, and developing its digital platform to reach more customers throughout Indonesia. For its founding family, Caroline.id is more than just a business, but a tangible manifestation of their dreams, hard work, and dedication to a better future.

Identification Workload Problems to Employee

Based on interviews, the workload issue at Caroline.id is evident in the overwhelming number of employees completing daily tasks, particularly in the sales and customer service departments.

The increasing number of customers and high sales targets require some employees to work outside normal working hours to meet company demands. This situation is exacerbated by an uneven distribution of tasks, with some positions carrying excessive responsibilities while others tend to have fewer demanding responsibilities. This situation leads to fatigue, work stress, and decreased productivity among some employees.

The root of the workload problem at Caroline.id is also due to limited manpower in several key positions and an inefficient digital work system. Several administrative processes are still performed manually, increasing the volume of work that could be automated. Therefore, management needs to evaluate task distribution, improve work system efficiency, and provide time management training for employees to ensure a more balanced workload and maintain company productivity.

Procedure Management Regarding Workload

Caroline.id Management has determined standard distribution work tasks and targets as reference in manage burden Work all over automotive showroom employees. Although not yet use system monitoring burden Work digitally or device special, supervision to implementation tasks and target achievement are carried out in a way directly by managers and supervisors. Management burden work at Caroline.id more put forward approach family and warm communication so that employees feel supported and comfortable in operate his duties. Management tries create atmosphere conducive work with give chance to employee for convey constraint related burden Work as well as discuss look for solution together. Approach This aim for guard motivation, prevention fatigue, and increase productivity employee so that the company's targets can achieved optimally without cause pressure excessive.

Factor and Impact Analysis Workload issues

According to (Soelman, 2nd) is as following: 1) external factors: the load that comes from from outside body workers, such as: tasks, organizations work and environment work. 2) factors internal: internal factors are factors originating from from in body consequence from reaction burden Work potential external as stressors, including Somatic factors (gender, age, status). Workload factors at Caroline.ID can be divided into external and internal factors. External factors include workloads that come from outside the employee's body, such as assigned tasks that may involve multiple projects with tight deadlines, work organizations that regulate schedules and work systems that employees must follow. Meanwhile, internal factors arise from within the worker's body as a response to external loads, in the form of individual somatic conditions such as age and health status which influence how they deal with work pressure and the possibility of experiencing stress.

Analysis Discussion Study

Based on results interview on Caroline.id, found that management burden Work employee Still not optimal though environment Work classified as comfortable and communicative. Some employee feels overwhelmed in finish his duties Because distribution unfinished work evenly distributed and ongoing supervision informal without standard written clearly.

The main factor reason problem This is lack of system control burden Work from management as well as low ability management in do evaluation and distribution task in a way effective.

This result show that management burden work is greatly influenced by the system supervision, distribution clear tasks, as well as motivation and support from environment work. Therefore that, is necessary implementation more rules and supervision firm as well as system management burden structured work so that employees can Work with more efficient, responsible responsibility and productivity company can increase in a way significant.

Conclusion

Based on results research conducted at Caroline.id, can concluded that burden Work employee Not yet managed optimally. Distribution unfinished tasks uneven and lack of system structured supervision cause part employee experience excess burden work, which has an impact on the decline productivity and increasing level stress. Environment comfortable and communicative work Not yet Enough For overcome problem This without existence rules and management burden clear work.

Therefore that, Caroline.id management needs to apply system distribution more work balanced, improving the monitoring process tasks, as well as give training management time to employees. With steps mentioned, it is hoped that burden Work can managed in a way effective so that productivity employee increase and goals company can achieved with Better.

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