

ABSTRACT

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THE IMPACT OF WORKERS SATISFACTION TOWARDS FAMILY BUSINESS FIRM PERFORMANCES IN CV.WAHANA MESINDO

(xiii+61 pages; 1 figure; 31 tables; 7 appendixes)

Family business firm is taking large part in the economy of most nations because most business firms are built and owned by family members themselves. One of the most important parts of a firm is employees. Employees are the only living things that will help the company to operate and grow. This also implies to family business firm like CV. Wahana Mesindo. In order to boost firm's performance, employee satisfaction is one of the factors to consider. The purpose of this research is to define the impact of employee satisfaction towards the family business firm performances and to find out the factors that affect the employee satisfaction. This research implemented descriptive analysis method by collecting data from the questionnaire. The sample of this research is 52 employees. The result of this research shows that there are positive impacts of employee satisfaction and the family business firm performances. Working condition, opportunity advancement, working environment, and incentives are some factors that can satisfy the employees.

Keywords: Employee Satisfaction, Family Business Firm Performances.

References: 20