

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background Of The Study**

Job satisfaction is a pleasant or unpleasant feeling felt by employees in looking at their work. In the sense, job satisfaction reflects a person's feelings for his work. Theoretically, job satisfaction will lead to positive feelings in employees, so it can be a motivation to do their best performance. Conversely, if the employee feels dissatisfied at work, the negative situation generated will tend to reduce the company's performance, because the behavior and actions of employees are lazy and do not have the passion to align themselves with the company's big goals.

Satisfaction or dissatisfaction felt by individuals is the result of a comparison or gap made by one on various kinds of things that have been obtained from work and which are their hopes. Satisfaction will be felt by the individual if differences or gaps between individual personal standards and what is obtained from small jobs, otherwise dissatisfaction will be felt by individuals if the differences or gaps between individual personal standards and what is obtained from big work.

Scoop and Brew Cafe Medan is a café and restaurant in Medan that prioritizes ice cream and coffee as the main menu. Scoop and Brew Café is a cafe with the most unique concept and is often used as a place to relax by young people in Medan. A comfortable place design will certainly make Scoop and Brew Cafe Medan a comfortable place to work or just chat and spend time.

A restaurant or café is an organization engaged in the service industry, which means that it involves a lot of competent, professional workforce and is a major asset for the culinary tourism industry. The key to the success of the culinary tourism industry is determined by the service

and hospitality provided by all café employees from the top to the officers in the field.

Various kinds of obstacles will certainly be encountered by individuals in a company in order to be able to work well so that they have the right performance for the company and for the people who need it. The importance of performance is to get results in quality and quantity achieved by an employee in carrying out his duties in accordance with the responsibilities given to him. There are three main factors that influence performance, namely individuals (ability to work), work effort (desire to work), and organizational support (opportunity to work). Performance can be seen in how a person carries out his/her duties, all of which can be supported by independence, creativity, commitment, responsibility and individual confidence in work. An employee is said to have a high performance, if the workload set is achieved and if the realization of work results is higher than what is determined by the company.

Declined in the performance of competent employees can be seen from the declined in the category of assessment carried out by the company, namely the method of performance assessment carried out by the company's owner in evaluating employee performance as in the table below.

**Table 1.1**  
**Employee Score Category**

<i>Range Score</i>	<i>Performance Code</i>	<i>Information</i>
98 – 100	K1	Special
90 – 98	K2	Very well
80 – 90	K3	Well
70 – 80	K4	Less
> 70	K5	Less once

Source: Scoop and Brew Café Medan, 2018

From table 1.1 about the employee performance category, it can be seen that the range of values less than 70 is in the K5 category (5th performance), which means less once, while the values 98 to 100 are in the

K1 category (1st performance), which means the category of special performance.

**Table 1.2**  
**Recapitulation of Scoop and Brew Cafe Employee Performance**  
**Assessment Results 2017-2018**

2017			2018		
Performance Code	Number Of Employee	Percentage (%)	Performance Code	Number Of Employee	Percentage (%)
K1	3	4,16	K1	2	2,77
K2	31	65,27	K2	22	48,61
K3	5	11,11	K3	8	19,44
K4	6	16,66	K4	14	27,77
K5	2	2,77	K5	1	1,38
<b>Total</b>	<b>47</b>	<b>100</b>	<b>Total</b>	<b>47</b>	<b>100</b>

Source: Scoop and Brew Café Medan, 2018

Based on table 1.2 it is clear that the assessment of Scoop and Brew Cafe employees' performance in the last two years has varied. It can be seen that there is a decrease in the performance of employees in the special category. In 2017, there were three people who were able to get special categories, but in 2018, it was decreased to two people who were able to achieve special performance. The decline in employee performance was caused by several factors including discipline, quantity, quality, responsibility, and initiative from the employees themselves. However, there were still employees who experienced a decrease in employee performance in the 'less' category. In 2017 the number of employees in the category was less than six people, but in 2018 there was an increase of eight people who achieved less performance. There are also employees who fall into the category of "less once". In 2017, the number of employees who received a less once categories are three employees, but in 2018 there was a decrease of one person who achieved less performance. This is because employees who achieve performance are lacking and have not yet been able to reach the employee performance evaluation standards set by the company.

Based on the results of the interview, the low performance of employees at Scoop and Brew café was caused by employees' unwillingness to be better due to the decreased in job satisfaction and they were not comfortable working in the company. Some employees may file a resignation. Resignation of employees shows that employees are not comfortable working in the company. Various reasons for resignation show that employees are uncomfortable. Various things like working conditions and salaries cause decreasing employee job satisfaction

According to Zami in Busro (2018) concluded that job satisfaction has a direct impact on performance. The higher the job satisfaction towards the work achieved, the higher their performance. In other words, the higher the job satisfaction, the better the performance presented at the place they work.

It can be explained that low job satisfaction will reduce the work commitment of employees in the company and also make employee performance directly decline.

Therefore, the author tries to find the main problem that causes a decreased in employee performance. After doing the research, the researchers found that the main problem faced by the company was that employee performance was declining due to low job satisfaction.

Based on the description above, the researcher decided to conduct research with the title "**The Impact of Job Satisfaction towards Employees Performance at Scoop and Brew Café Medan**"

## **1.2 Problem Limitation**

With the limited knowledge and ability possessed by researchers in conducting research, the researcher focuses the research on employee performance as an independent variable with the indicators from Bangun (2014,p.234): amount of work, quality of work, timeliness, presence, ability to cooperate and job satisfaction as the dependent variable with the

indicators from Edison et al (2016,p.214-215): leadership, competence on the work, management policy, compensation, environmental atmosphere. This research will focus on employees at Scoop and Brew Café Medan.

### **1.3 Problem Formulation**

Based on the problem identification, the author formulates the problem in this study as: Does job satisfaction have impact towards employee performance at Scoop and Brew Café Medan?

### **1.4 Objective Of The Research**

The objective in doing this research is to know whether there is an impact of job satisfaction towards employee performance at Scoop and Brew Café Medan.

### **1.5 Benefit Of The Research**

The benefits from conducting this research are as follows:

#### **1.5.1 Theoretical Benefit**

##### **1. For Readers**

The results of this study can be used as material to show that there are influences and relationships between job satisfaction and employee performance.

##### **2. For Writer**

The results of this study can be used as a comparison between the theories learned during lecture and the reality that occurs in the company, so as to increase the knowledge of the author.

##### **3. For Other researcher**

The results of this study are expected to be additional references of materials for researchers and other interested parties to study the same problem in the future.

### **1.5.2 Practical Benefit**

#### **1. For Company**

The researcher hopes that the results of this study can provide inputs or suggestions in an effort to increase product quality to improve customer satisfaction

#### **2. For Future Researchers**

As a consideration and comparison material for future researchers in choosing the appropriate research title related to product quality in improving customer satisfaction.

### **1.6 Systems Of Writing**

The systems of the research is as follow:

#### **Chapter I : Introduction**

This chapter will explain the background of study, problem limitation, problem formulation, objectives of the results, benefit of the research and system of writing

#### **Chapter II : Literature Review and Hypothesis Development**

This chapter will discuss the theories applied in the research including the literature review and hypothesis development in order to identify and analyze the problem to find out the solutions.

#### **Chapter III : Research Methodology**

This chapter will elaborate on methods or steps used in conducting the research. The writer will present research design, research object, data collection method and data analysis method.

#### **Chapter IV : Data Analysis and Discussion**

This chapter will clarify the data obtained from doing research. This chapter consists of general view of research object, data analysis and discussion.

Chapter V : Conclusion

This chapter contains conclusions from the research. The writer will present conclusions after conducting the research, implementation of this research, suggestions and recommendations for the company for the purpose of improving employee performance.

