

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Nowadays, the commitment and contribution of employees are very important things of a company to be successful. The commitment and the contribution can be seen from a result of each employee's performance. There are many factors that can improve the employee performance such as: motivation, working environment, job description, facility, appreciation and reward, promotion, etc. Usually, employees' ability only determined by their output or productivity and the other majors are determined by their motivation. Motivating the employee is the only way to produce a good service quality from the employee (employee performance). Employee performance is very important for a successful company to maintain their company to survive. To motivate the employee to work effectively and to achieve the company's goals, the company must be able to identify what the employees' need because employee motivation and performance play a vital role in a company. A company must ensure the worker commitment towards them in order to achieve company's goal.

Literally, culinary business is one type of micro business which the existence keeps on rising such as cafe. Cafe is a type of restaurant which usually serves coffee. Cafe is derived from French "*café*" which means coffee. The other name of cafe is coffee shop or tea shop in English and bar in Italian. Cafe characteristics are in between of bar and restaurant but it is different from a cafeteria. In Indonesia, cafe is more like a place that offering a range of hot meals and some of the cafe also offer alcohol. However, some of other countries do not offer alcohol. Internet cafe is known as a new type of cafe that are popular in the 1990s. To create a youthful and modern style cafe, the cafe also provides wireless internet.

Cafe is one of the businesses that requires a good quality services and products. The aimed is to know whether the quality of products and services

are acceptable to their customers. The current competition among the cafe gets tougher, giving satisfaction to the customers are very challenging. In order to make some loyal customers, every cafe works so hard to give a good impression. When the customers become loyal customers, they will automatically purchase repeatedly; encourage other to purchase; and the customer will reveal a good review. Satisfaction given to customers is affected by employee performance. The cafe should be aware of the importance of employee's motivation towards employee performance.

According to Kreitner and Kinicki in Wibowo (2016, p.330), "motivation can be ascertained influences to performance, even though is not the only factor that influences the performance". In general, a high performance is connected with high motivation. On the other hand, a low performance is connected with low motivation. The performance sometimes is unrelated with the employee skill, because there are also motivation and work environment that can impact the employee performance. To make a good employee performance, the company needs more power of motivation to affect the employee's behaviour in a positive way. The strength of motivation is to encourage employee's energy and persistence to follow the company or organizational goal. Motivation can be a gift, appreciation, recognition, incentives, charter and so forth. In order to achieve company goals, a motivated employee will take action and give a good performance. Performance can be measured from how well an employee fulfils the requirement and from the results of the task of the job that given by company.

This research is done at Sosmed Cafe. Sosmed cafe is a cafe that is popular in social media which offers various unique food and beverage menu. Sosmed cafe is using travelling concept to attract customer to come. The concepts that are offered are *rumah Melbourne*, *lampu Los Angeles*, *gembok cinta Paris* and *pondok Bali*. The Sosmed cafe provides services like in hotel with affordable price.

Based on the researcher temporary interview recently, it was found that the employee performance seems lacking. According to Deni and Dahlia

(2019), the delivering product (food and beverages) isn't conducted quickly and the employees are unfriendly. Some mistakes in the employees can occur because the employees are not focused while conducting the task. The writer assumed that the decreasing of the employee performance is because of the motivation power such as promotion, compensation and bonus that given by the company have not been conduct optimally. The lack of self-awareness and responsibility from the employees have impact to the performance. Based on the observations of writers at Sosmed Cafe Medan, the writer is interested to do research how Sosmed cafe can improve their employee performance and how the cafe can maintain their employee performance consistently to satisfy their customer. The research was conducted by its own to scrutinize how to improve and maintain the motivation of employees so the result of employee performance is satisfying. The research also focus on looked to determine if the motivation can effect employee performance. Based on description above, the writer is interested to conduct the research with title **“The Impact of Motivation towards Employees’ Performance at Sosmed Cafe Medan”**

1.2 PROBLEM LIMITATION

Based on the writer's limitation of knowledge and time, the writer will focus on the indicator of motivation (Independent Variable) that consist of physiological needs, safety needs, social needs, self-esteem needs, self-actualization needs (Busro, 2018, p. 58) and the indicator of the employee performance (Dependent Variable) that consist of purpose, standard, feedback, equipment or facility, competence, motive and opportunities (Wibowo, 2016, p. 86)

1.3 PROBLEM FORMULATION

Based on the background of the study, the writer can take the problem formulation that need to be questioned which is does motivation have impact towards employee performance at Sosmed Cafe Medan?

1.4 OBJECTIVE OF THE RESEARCH

The purpose of this research that the writer can share is to know whether the motivation have impact towards performance at Sosmed Cafe Medan

1.5 BENEFIT OF THE RESEARCH

1.5.1 Theoretical Benefit

The theoretical benefits for conducting this research is can be used as a source to afford more knowledge and information about the impact of motivation towards employee performance in cafe or restaurant.

1.5.2 Practical Benefit

The practical benefits for conducting this research are as follows:

A. Benefits for writer

This research can add the writer experience, knowledge and give a deeper understanding of a certain thing about motivation and employee performance.

B. Benefits for company

This research can provide a recommendation and guidance to the company to improving their motivation and employee performance

C. Benefits for reader

This research can be used as references to provide more information about motivation, employee performance and the relation between motivation and employee performance.

1.6 SYSTEMS OF WRITING

For the better understanding of this research, the systems of this thesis writing will be as follows:

Chapter I: Introduction

In the first chapter, the writer describes about background of the study, problem limitation problem formulation, research objective, benefit of research including theoretical and practical benefits and system of writing.

Chapter II: Literature Review and Hypothesis Development

In the second chapter, the writer will explain the definition of hospitality management, definition of motivation, types of motivation, indicators of motivation, importance of motivation, benefits of motivation, definition of employee performance, type of motivation characteristic of employee performance, indicator of employee performance and the relation between motivation with employee performance, motivation theory related to performance, literature review, hypothesis development, research model and framework of thinking.

Chapter III: Research Methodology

In the third chapter, the writer will discuss about the research design, population and sample, research object, data collection method, operational variation definition and variable measurement and data analysis method.

Chapter IV: Data Analysis and Discussion

In the fourth chapter, the writer will brief a general view of “Research Object”, analysis data, descriptive statistic, result of data quality testing, result of hypothesis testing and discussion.

Chapter V: Conclusion

In this last chapter, the writer will conclude all of the whole study as the results of this research and the writer also provide recommendations of overcome problem.