

CHAPTER I

INTRODUCTION

1.1. BACKGROUND OF STUDY

Hotel is one of the supporting factors of tourism that has a very important role in developing tourism facilities and infrastructure. Business competition are increasing in this competitive hospitality demands, the organizations in hospitality rapidly react to all forms of development that happens to be able to compete in this business world, but to be able to compete, Hotels must always pay attention to their human resources because this is an important asset in hospitality industry, therefore without a good resource in this hospitality industries, the hospitality will not run effectively. The hospitality business is extremely encouraging; such a significant number of business people open a hotel service business. Moving the hotel business in lodging accommodation is also the same as different industries. It's developing and increasingly more hotel buildings are in every place. Both are in big cities and in small cities. Business in hospitality has been considered a profitable business and has constantly experienced development.

The scope of human resource management generally discusses matters relating to mankind, including employee job satisfaction. Employee job satisfaction is a factor that is considered important, because it can affect the running of the organization as a whole. Satisfaction felt by employees in the workplace is an indication that employees have feelings of delight in carrying out work errands. Job satisfaction is also a positive attitude from various situations of employees in the work environment. For organizations, employee job satisfaction must receive consideration and satisfaction of this problem is primarily the task of organizational leadership. For employees, job satisfaction is an individual factor and a means to achieve work productivity. So within the scope of human resource management, job satisfaction factors provide benefits both for organizations / companies, employees, even for the community. According to Hasibuan (2016, p. 203),

Job satisfaction influence the level of employee empowerment, which means that if the satisfaction is earned from the job, the empowerment of the employee is good. Contrary to that, if the job satisfactions are not earned from the job, at that point the empowerment of the employee is low.

In general, every organization that wants to achieve its goals must pay attention to the factors that influence employee job satisfaction, other factors that can be considered in increasing job satisfaction employees are empowering employees. Empowerment the employees will make the company know the potential of the people employees so that they can continue to advance the company, empowerment can also increase employee commitment and help organizational goals.

Employees can be said to be empowered if they believe in their capability to work, by having the mindfulness that there is in them the capacity and strength to do things for a common goal, at that point all issues will be settled, with all resolved this problem will indirectly improve performance employees effectively. Employee empowerment programs are required to be able to have more prominent duties and work abilities. Empowerment of employees is a commitment of productive employees. Since in business additionally should focus on the state of the workplace with the goal that it can give an increase in empowerment efforts. Employee empowerment is conceived from the advancement of business globalization that can't be isolated from the procedure of financial progression and business direction of organizations that organize client trust. It is important to keep up business relationships with customers as after-sales services. In this way, at the smaller scale level, a majority business known as a growing industrial democracy will provide a role for employees in the decision-making process. This is done to speed up the customer service process. The more employees feel empowered then the level job satisfaction will increase, and vice versa if employees feel less empowered so their job satisfaction will decrease based on interviews addressed to employees stated that, there are problems in employee job

satisfaction, which they're not given fair opportunity to employees to make decisions so that employees argue that the attitude of the leadership is unfair in empowering employees, besides the problem of job satisfaction in employees also exists in relationships between employers and employees, and also if there is a relationship that is not good among employees, so that it will cause absence of a sense of mutual assistance among employees in working. Regarding these problems, employee job satisfaction is becoming a very important role in hospitality industry.

Job satisfaction also plays an important role in reducing employee performance, where employees who experience job dissatisfaction will have an impact on their performance. Karibia Hotels have many employees who experience dissatisfaction in repaying what is sacrificed to the company, causing many employees to opt out from the company. Employee dissatisfaction in terms of receiving financial compensation, a lack of promotion system given to employees who are outstanding, and poor work supervision and leaders who are too demanding of employees.

Furthermore, through job attitudes, empowerment may influence turnover intention. Turnover intention are deliberate and conscious consideration to leave the organization. This can be described as a psychological response to certain organizational conditions that are in a series of organizational withdrawal behaviors ranging from daydreaming to physical changes.

The intention of employee turnover, absenteeism and actual turnover have received substantial theoretical and empirical. This dysfunctional behavior has a negative impact on organizational performance. In addition, the potential for employee turnover costs in the service industry is recognized as high, and includes loss of knowledge in the organization, training needed for new employees, loss of established connections with customers, and ultimately, reduced service quality and customer satisfaction.

The components that need attention in the context of empowering human resources are the ability of employees, including: knowledge,

skills, and attitudes or behaviors, placement of employees in accordance with the demands of office needs in an organization, meaning that the placement of employees in a position is always associated with the capabilities possessed by employees, clear authority and responsibility, trust in employees, support for employees, leadership and motivation.

Problem also found in employee empowerment, namely lack of trust in employers subordinates, this can be seen from giving responsibility only to one employees only and do not provide sufficient opportunities to get involved in work for other employees, for example in the food and beverage service department employees are not given a fair chance for serving and visiting guests in the receptions, because when employees visiting guests, it will go beyond outside their jobs, but sometimes when the receptions are not available at the moment and they would like to serve the guest that pass by needed help, they tend to point employees from other department to serve the guests, because by serving a lot of guests, the employees will get bonuses and retention from the guests too, that is what causes problems in employee empowerment.

Therefore, based on research, the authors are interested in taking the title “The Influence of Employee Empowerment towards Front Office Department Job Satisfaction at Karibia Boutique Hotel, Medan. ”

1.2. PROBLEM LIMITATION

The writer determines problem limitation on employee’s job satisfaction in which the employee empowerment will be independent variable and the indicators of empowerment derived from sense of meaning, sense of competence, senses of self – determination, and sense of impact. As well as, job satisfaction will be dependent variable in Karibia Boutique Hotel Medan are The indicator of job satisfaction are fair and decent remuneration, the right placement according to expertise, the weight of the job, the atmosphere and work environment, equipment that supports the execution of work, the attitude of the leadership in his

leadership and last but not least the nature of the work is monotonous or not.

1.3. PROBLEM FORMULATION

Based on the background study above, the author formulates the problem statement of this skripsi in which interest the writer to find out is : Does employee empowerment have influence towards job satisfaction at Karibia Boutique Hotel Medan?

1.4 RESEARCH OBJECTIVE

The research objective is to describe whether employee empowerment has an influence towards job satisfaction at Karibia Boutique Hotel Medan.

1.5 BENEFIT OF THE RESEARCH

1.5.1 THEORITICAL BENEFIT

The result of this research are expected to be utilized as a source of perspective for comparable research later on, especially concern about paying attention to the level of empowerment on job satisfaction employee Karibia Boutique Hotel Medan.

1.5.2 PRACTICAL BENEFIT

The practical benefits expected from this exploration are as per the following:

1. For the researcher

This research will help the writer to know the influence employee empowerment on job satisfaction in a hotel.

2. For the reader

This research will help to improve reader knowledge about how important to give more attention about responsiveness, empathy and tangibles aspect in order to fulfill the level of job satisfaction.

3. Company Karibia Boutique Hotel

This research will help to maintain the job satisfaction that can improve the future income.

1.6 SYSTEM OF WRITING

This proposal is going to be writing in three chapters such as:

CHAPTER I : INTRODUCTION

This chapter contains background of the study, problem limitation, problem formulation, research focus, research objective, benefit of the research, systems of writing.

CHAPTERII: LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

This chapter contains theoretical background, previous research, hypothesis development, research model, framework of thinking.

CHAPTER III : RESEARCH METHODOLOGY

This chapter contains research design, population and sample, data collection method, operational variable definition and variable measurement, and data analysis method.

CHAPTER IV : DATA ANALYSIS AND DISCUSSION

This chapter contains general view of “Research Object”, data analysis, descriptive statistic, result of data quality testing, result of hypothesis testing, and discussion.

CHAPTER V : CONCLUSION

This chapter contains conclusion, implication, and recommendation.