

CHAPTER I

INTRODUCTION

1.1 Background of Study

In the last century, the main concern of organizations is to increase profits and customer satisfaction. In organizations, they can easily change their needs, goods, and services to other organizations. But the only resources that are not easily exchanged are employees. So, we can say that employees are very important or the most competitive assets of any organization that are not interchangeable.

The development of the hospitality environment which is quite fast lately makes the competition in this industry getting tougher day by day. Service as an element of hospitality related to the performance of employees will be an assessment in getting the trust of customers. In addition, in today's rapidly changing environment, job performance has become an important criterion for determining an organization's reputation, employee work efficiency, and results. So to stay competitive and become knowledgeable workers, employees need to improve their skills and knowledge from time to time. Companies, in this case, must also act in motivating their employees.

Employee performance is part of the employee's work in carrying out the assigned duties and responsibilities. In achieving good performance, employees certainly need good work motivation. The only way to work hard for workers is to inspire them. Employee motivation is very important for the cafe. Motivation is the key to maintaining sustainability and helping companies stay in business success.

Once the cafe is in a position to identify employee needs, they will be motivated to work effectively to achieve organizational goals.

The cafe has goals that can only be improved and achieved by the people who work in them. Therefore, managers need to create conditions that encourage better performance for employees. The success of a cafe depends on the ability of managers to provide motivation to employees. The challenge for managers is to keep workers motivated and do a good job. Managers need to know the behavior of each employee, and what can motivate each individual. Managers can understand by understanding the needs of employees in return for what is used to motivate them.

According to Sibarani (2018), that if companies pay attention to employees by providing good motivation such as encouragement and training, which is part of the cafe's motivation to employees, employees will feel satisfied with what is given, making employees will continue to improve their performance.

This research was conducted at the Fountain Cafe Sun Plaza Medan. This cafe is engaged in the food and beverage business. The cafe has a goal in developing business as a large cafe in providing food to customers. Therefore, the cafe hopes that employees can work optimally with high performance. In an effort to provide work motivation and to improve performance, the leadership at Fountain Cafe always provides examples of good work practices, provides advice and conducts briefings to employees.

Based on the writer's own observations, the writer found the problems experienced by the cafe first, in terms of lack of self-awareness and responsibility

for their work, the impact on employee performance was decreased. A number of employees do not seem to have good motivation in carrying out their work, such as the performance of employees in the service department that raises complaints from customers, the food delivery process is not carried out quickly, so customers wait too long. Also the lack of responsiveness of employees in seeing customers who need help in contacting employees. The following is the data on complaints from consumers at the Fountain Cafe Sun Plaza Medan.

Table 1.1
Complaint Data from Fountain Cafe Sun Plaza Medan

Years	Amount of Complaints	Reason of Complaint
2017	32	1. Employees are not polite when talking to customers 2. Employees are slow in serving food menus when the restaurant is busy 3. Employees are not active in offering menus and explaining promotional programs 4. Employees who respond slowly when needed by consumers 5. Error in delivery of food orders 6. The taste of the food does not match the customer taste
2018	28	
2019	35	
2020	36	

Source: Fountain Cafe Sun Plaza Medan, 2017-2020

From the data on the number of complaints from 2017 to 2020, it appears that Fountain Cafe still receives complaints from guests who come. This shows that employee performance is still not good. The problems that have been complained about are employee attitudes, less responsive service, less active employees in offering promotions, slow response when needed, the presentation of food seasonings that do not suit consumer tastes. Various problems that occur show that employees have not worked according to the expected performance. Complaints received by employees at work show that employees have not performed well in carrying out their work.

On the main problem in the research, employees lack motivation to work, it can be seen from not completing work properly, for example what happened in the error of delivering food to guests. Then at work employees are less able to work with good performance and do not follow the stipulated provisions such as in the case of orders that take too long to arrive and be less friendly to guests, the taste of food is not standard and this shows that the employee's work motivation in carrying out work still not good.

Based on the description above, the writer is interested in conducting research on motivation and its influence on employee performance and writing it in the form of a final project report entitled "**The Influence of Motivation Towards Employees Performance At Fountain Cafe Sun Plaza Medan**".

1.2 Problem Limitation

Based on the background described above, the writer limits the research problem to the less responsive service of employees in carrying out the assigned job responsibilities and causes a decrease in employee job performance.

Variable X (motivation) as an independent variable with indicators according to Lusri and Siagian (2017), namely: the direction of behavior, the level of effort, and the level of persistence.

Variable Y (employee performance) as the dependent variable with indicators according to Sudiarditha (2018), namely: quality of work, the quantity of work, timeliness, effectiveness, employee cooperation.

1.3 Problem Formulation

Based on the background and identification of the problems above, the researchers formulated the following problems:

1. Does motivation has influence at Fountain Cafe Sun Plaza Medan?
2. Does employee performance has influence at Fountain Cafe Sun Plaza Medan?
3. Does motivation has influence towards employee performance at Fountain Cafe Sun Plaza Medan?

1.4 Objective of Research

The objective of the research that the writer can get is to find out whether there is any influence of motivation towards employees' job performance at Fountain Café Sun Plaza 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 motivation and employee job performance examined by the author.

2. For Writer

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

3. For Other researcher

The results of this study are expected to be additional references, reference material for researchers, then interested parties to study the same problem in the future.

1.5.2 Practical Benefit

1. For Fountain Cafe Sun Plaza Medan

Researchers hope that the results of this study can provide benefits to the cafe as input or suggestions in an effort to increase motivation towards employee performance.

2. For Future Researchers

As a consideration and comparison material for further researchers in choosing the appropriate research title in influencing motivation towards employee performance.

