

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

Kopi Chuseyo is a Korean coffee shop chain that based its cafe design and style on K-Pop culture. They provide a cozy and comfortable place for the K-Pop communities to be able to gather, meet and do fan-related activities more comfortably. Besides providing free-charge rental places, they also provide microphones, speakers, and projectors for those who wish to host an event at their cafe. They even let people decorate the cafe with K-Pop related items.

It was first established in 2019 located at Scientia Boulevard Street, Gading Serpong, Tangerang. The name "Chuseyo" is derived from the Korean word "Juseyo," which originally meant "Please give me..." as in ordering food or beverages. Besides being widely known as a K-Pop inspired café, Kopi Chuseyo is famous for their Chuseyo Coffee. Kopi Chuseyo offers a coffee menu that is served with freshly brewed espresso (which is claimed to be safer for people who suffer from gastric issues). Different from any other cafes, Kopi Chuseyo uses a signature Korean blended coffee bean, which originates from South Korea that gives the consumers an original aroma, and distinctive taste of Korean coffee. Kopi Chuseyo currently has more than 50 outlets spread all over Indonesia and has become the nation's K-Pop hub for the nation.

Kopi Chuseyo becomes an interesting place to work for youths, especially those who are K-pop fans as well, at the age of 17 to 25 due to the very casual

working style and environment. These young adults find Kopi Chuseyo a comfortable place for them to do the “trial and error” in their career path, some also find it as a good place to start off their career. Having said that, the age factor of the workers there--not to mention the other factors like the casual working environment--comes off as unique, especially in terms of how those factors affect their communication flow related with their work effectiveness.

Real Competitor for this company is Kopi Laka-Laka. The location of this cafe is very close to Kopi Chuseyo, only a distance and separated by 3-5 shop houses. One of many things that makes Kopi Laka-Laka become our competitors aside from selling the exact same type of beverages which is more focused on coffee-based beverages, it is also affected by the price range that they offered to the market for their beverages. It is really affordable and much more cheaper than ours. Starting from 8,000 you can already get a regular sized glass of americano and only by spending 2,000 more you can enjoy their signature drink, Kopi Susu and there is also Kopi Nusantara for those of you who prefer palm sugar coffee. While at our café, the cheapest drink prices start from 19,000.

Kopi Laka-Laka is carrying the concept of a mini cafe. Utilizing a two-story shophouse, Kopi Laka-Laka can be used as a place to hang out, not just buy coffee to take home. The lower floor is dedicated to placing orders and the air-conditioned seating area. While the upper floor is specifically for the smoking area. Although it seems small, it is almost always crowded, because the price is very affordable. But one of the weaknesses of this Laka-Laka Coffee is that the place they provide is very narrow and not very comfortable. The downstairs room is equipped with air

conditioning which is not too cold and there is only a place for 2-5 people to sit. As a place to hang out, it is a bit less comfortable place because the distance from the bar area to the dining area and the distance between each table is very close. And a little too noisy because the door is a glass door and it is not soundproof. While on the 2nd floor, there are more spaces, but on the top floor is the smoking area and the place is directly exposed to light from outside and is quite hot. The selling point of Kopi Laka-Laka is that their drink prices are very cheap and affordable and they are more targeting the take away market and online orders such as GrabFood, Go-Food, Shopee Food, etc. The problems at Kopi Laka-Laka are way too limited spaces, the place is too small and uncomfortable, and they didn't sell any food products.

Talking about communication in the workplace, the implementation of good communication is one of the important keys for a company to be able to run smoothly. In the study of Harris & Nelson in Ramadanty & Martinus (2016), Organizational Communication is one of the dominant and important activities in an organization. Communication has a very vital role for human's life, therefore we must give careful attention to communication (Morissan in Ramadanty & Martinus (2016). Communication within a company can affect the company's business results in general. The inability of a company to establish a good communication in the working environment between the employees would lead to poor performance, higher employee's rotation, and higher chance of low-income.

Business owners aim to gain new customers and retain loyal customers. However, many business owners seem to neglect the importance of a good

employees' working motivation. It is undeniably a fundamental factor to achieve the expected goals of the business. Work motivation is a condition and energy that drives self-directed or directed employees to achieve organizational goals of the company (Mangkunegara in Fanny Anggriawan (2017). The goals set by the company could be easily achieved if they are being supported by their employees who are well-motivated in work.

And in order to be able to meet the goals, companies must implement a good communication in the working environment as it will result in increased working motivation which would affect the employees' working performance. A previous study by Ramadanty & Martinus (2016) has shown that an organization's communication system has a positive and significant effect to build and increase the employee's work motivation.

No matter how innovative the products offered, it is going to be useless if the customers are not satisfied because the employees can't serve them well. No one is buying them. It is impossible for a business to be able to grow their career if the company itself neglects the importance of employees' working motivation.

The relationship between good communication with employees' working motivation is really important since both variables depend on each other. If the communication that are implemented in your company are good, your employees will be well-motivated as well.

In fact, well-motivated employees will result in good customer services which can benefit the company to establish a strong and long-term relationship with the customers. According to Neves & Eisenberger in Kheirandisha et al (2017),

different aspects of effective organizational communication, such as high frequency, openness and accuracy, performance feedback and adequacy of information, on organizational policies and procedures are positively related to employees' feelings in the workplace and job performance. The more they are happy, the more effective they can serve and provide good services to the customers.

Once employees' working satisfaction is earned, the employees are most likely going to provide excellent service and a unique experience for the customers. Good customer services and memorable experiences are the primary reasons for the customers to purchase or re-purchase the products. And of course, the ones who deliver that to the customers are your employees. Hence, companies should always implement good working communication among their employees to be able to establish well- motivated employees.

In short, communication plays a great role in a human's life. Having said that, business, as one of the fields that involves many people in it, must have a communication process happening here and there within it. Kopi Chuseyo, as a company and basically a community that consists of working groups, rely a lot on communication to run their business. Therefore, Kopi Chuseyo, as a business that has a very specific theme going on, along with unique external factors in terms of working environment, the workers' age, and others, become a very interesting subject to study.

A study conducted by Israelis researchers shows that of communication and content of communications are important in determining effective communication in a workplace. Communication refers to the communication style that is used, for

example casual or formal communication. Whereas content of communication refers to the message within, which is also affected by external factors like age, educational background, etc. This, then, triggers a hypothesis that these external and unique factors that Kopi Chuseyo Pamulang has may affect their communication and style, which may result in an also unique outcome in terms of their employees' work motivation.

Therefore, this research aims to discover and see the correlation of why and how communication in the working environment can contribute in affecting their employees' working motivation partially or simultaneously, and to suggest if there are any recommendations for improving their communication quality and job satisfaction among the employees.

The main objective of this research is to explore whether there is an influence of communication in the working motivation towards employees in Kopi Chuseyo Pamulang's working motivation. Therefore, based on the light of the background study that written above, I am interested in conducting a research titled: ***“The Influence of Communication in the Working Environment towards Employee's Working Motivation at Kopi Chuseyo Pamulang”***

## **1.2 Problem Limitation**

In order to provide a better understanding for the readers, the limitations on the scope of this research will be focusing on two variables which are; communication in the working environment and the employees' working motivation. This research aims to analyze and see whether communication in the workplace are able to influence the employees' working Motivation at Kopi

Chuseyo Pamulang. This research will be focusing on the employees of Kopi Chuseyo Pamulang since they are the ones who are working there.

Therefore, the problem limitation that will be discussed are as follows:

1. The survey will be limited to 30 employees who work at Kopi Chuseyo Pamulang and will be spread through an online questionnaire.
2. The questionnaire will be conducted in two weeks.
3. The discussions will be only limited to two variables which are communication in the working environment and employees' working motivation.

### **1.3 Problem Formulation**

Based on the background of study, the problem formulations of this research are:

1. *How is the communication in Kopi Chuseyo Pamulang?*
2. *How is the working motivation in Kopi Chuseyo Pamulang?*
3. *Does the communication used influence the working motivation in Kopi Chuseyo Pamulang?*

### **1.4 Objectives of The Research**

The objective of conducting this research are as follow:

1. To find out the communication at Kopi Chuseyo Pamulang.
2. To understand the employees' working motivation at Kopi Chuseyo Pamulang.

3. To find out whether the communication in the working environment influenced the employees' working motivation or not at Kopi Chuseyo Pamulang.

### **1.5 Benefit of the Research**

By conducting this research, the writer will give both theoretical benefit and practical benefit for the readers as follows:

#### **1.5.1 Theoretical Benefits**

- This research will enrich the study of communication in the working environment and employees' working motivation.
- This research will deliver information to the readers about what they need to do when they want to implement good communication in the working environment.
- This research will give an insight to the readers about how the standard of a good communication in a working environment, so the readers would be able to implement or conduct it in their business or for future purposes.
- The results of this conducted research can be used as references for those who are interested in studying the same topic.

#### **1.5.2 Practical Benefit**

- This research can be an input for the company of research to evaluate, and take the result as suggestions to improve their business.

- This research expects to benefit any other companies to improve employees' working motivation by increasing good communication in the working environment.

This research could become a comparison and example for future researchers who are interested in studying or conducting the same topic as the author which is the influence of communication towards employees' working motivation.

### **1.6. Systematic of Writing**

This research will be divided into five chapters. The author will briefly describe all of the following chapters in order to help the readers gain further understanding. This research is prepared to use systematics as follows:

#### **CHAPTER I - INTRODUCTION**

This chapter will contain the background of the study, limitation of the problem, formulation of the problem, objective of the research, benefits of the research and the systematic of writing.

#### **CHAPTER II - LITERATURE REVIEW**

This chapter will contain theoretical background, which consists of theories that includes the definition of communication and working motivation along with the

previous research; hypothesis development; research model; and framework of thinking.

### **CHAPTER III - RESEARCH OLOGY**

In this chapter, it represents the research; population and sample; data collection techniques; operational variable definition and variable measure; and data analysis.

### **CHAPTER IV - DATA ANALYSIS AND DISCUSSIONS**

This chapter will contain an overview of Kopi Chuseyo Pamulang as the research of objects; organizational structure; respondents' descriptive statistics and the analysis process of existing data; descriptive statistics; the result of data quality testing; the result of hypothesis testing; and discussions.

### **CHAPTER V - CONCLUSION**

In this chapter, the author will conclude the problems discussed based on analysis that has been conducted; the implication of the study along with the suggestions as an input for the growth and development of Kopi Chuseyo Pamulang.