

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nowadays, we can see that there are many of companies and also businesses that existed in this world. We can start to see it from the very near with us, which is our surrounding environment, there are so many of company and business that exist nowadays. Even if we start to search the companies that exist in the other places that far away from us, there will be also a lot of companies that we can find. This means, in this world, there are many of company and business that already existed until today.

With a lot of company and business that already exist until today, it means the challenges and the competition in the business world is getting fiercer. With the fierce competition that happen nowadays, it will not close the possibility for some of the businesses and companies get decreasing in term of profit. The business party of course will always try their best to still gain a high profit and try sustain in the business world. But sometime, some businesses can experience the decreasing on generating profit. Of course this will become a problem for every kind of company without any exception because the main goal of the company and business is absolutely for sure to generate a profit.

When the fierce competition exists in the business world, it can make some businesses get loss and of course this will be a problem. When facing this kind of

problem, there are so many factors that can make this happen like the management system that the company or the business use today or it can be because of the strong competitors that exist in the business world and move on the same field with us. All of that is not wrong but, beside all of that, we need to know and aware that employee is the important key to business or company continuity and the fluency in business activities within the company. This can be true because when the company have a very good management man that working inside the company or the company have a very good and latest technology inside the company, its all will be useless when the employee is not working well.

So, when the company or business facing the problem regarding profit, actually the first thing that the company must do is to evaluate whether the employee is working well or not. Because like what has been previously mentioned above, even the business have a good management system or even the latest technology, it will useless when the employee who work for the company do not work properly and optimally. In the company and business, employee will become the very crucial element in order to achieve many of company objective like for example company goals which is generating profit or also can be giving a best service for their customer.

If we see the goal that mentioned above, that is the common but also crucial goals for every business and company that established. In order to achieve that goals, of course the thing that company can evaluate at first is about employee. When talking about employee, people will always think about their performance as a companion word from the employee, which will end up with employee performance as their

problem. But, if the company think further again about it, it is not 100% that the problem they need to clarify and solve it is about employee performance, but actually it is about employee satisfaction. Employee is a human, and if we talk about the employee, it means we talk about the human and better to know whether they satisfy or not on their job with the work they are doing right now. Because, when employee satisfaction got achieved, all the problem about employee that can affect the business goals will automatically be solved. So, the truly part that the company need to focused on when having a problem in employee performance or the company problem when one of the factor come from in term of employee, is not employee performance but, it is employees' job satisfaction.

When talking about employee, Prianti (2018) stated that in various of activities that the company have to achieve their goals not only depend on the technology but also on the workforce called employees. From the statement that Prianti tell us about employee, we can know that in order to achieve the company goals, it is not only about the technology but it is also about the human that work within the company who are called employees. So, when the company want to achieve their goals, they need to pay attention on the employee spirit because when employee have spirit, it means they will really good in doing their task that assigned to them because they have spirit on doing their job and one of the thing that can affect the spirit of employee when they are doing their job is employee satisfaction.

According to Sari and Susilo (2018), job satisfaction is the representation of the employee's attitude and their assessment related with their works and the fulfilment of

expectations. So, from the statement above, job satisfaction becoming the crucial part in order to make the employee doing well on their assessment that sign to them and also to maintain the good attitude from the employee.

There are many factors that can influence the employee job satisfaction like for the appropriate salary, motivation that the employees get in their job, conducive and comfortable workplace condition, and regulation that the business have as the guideline for the employee during their worktime.

Handoko (2018) ever stated that employee with low job satisfaction will make the influence toward employee turnover and attendance rate. So, this means when employee job satisfaction is low, it will affect to the attendance and employee turnover rates. When this happen of course it will affect the smooth running of business.

Motivation also important and become the crucial part when it comes to the satisfaction of somebody and so does employees' job satisfaction. Solong (2017) ever stated that motivation on work is the energetic that growing inside someone which come from either inside or outside to do their job with their ability until they gain the satisfaction that they want through their work results. This means someone will try their best at using what they have inside of them like for example their ability to do something or to done their job until they find the satisfaction that they wanted. So, when employee get the right motivation, it can make the energetic inside of themselves pop up and when this happens, they will use their ability to done their works until they find their satisfaction through their work results.

Discipline can also become one of the factor that can influence the employee job satisfaction. According to Veithzal Rivai Zainal (2018), work discipline is the equipment that will help the manager to communicate with the subordinate which is employee with the aim that they want to change their behavior and also make them to follow and obey all the norm and regulation that exist in the company. With work discipline, the employees will be more organized in doing their work because they follow the regulation and the norm that exist in the company and that regulation and norm is made in such a way to help smooth the process of activities in office. So, when the employees follow the discipline in the work place, they can benefit themselves because when they obeying the work discipline, they will get more effectiveness in doing their assigned task in the appropriate way based on the work discipline guidelines. When the tasks are done in effective way, it will make the employee don't find too difficult to complete the task which end up with the increasing employee job satisfaction because they don't find too difficult to complete the task that assigned to them. For the company, the benefit will be the increasing the employee performance and this performance can be achieved because the employees' job satisfaction is already achieved.

The other things that is not less important than the other factors in affecting the employees' job satisfaction is work environment. According to Afandi (2018), work environment is all the intangible things that exist surrounding of the employee where those all existing things surround the employee can affect the employee whether their mood in working or their comfortable feeling in their work place which can affect the

satisfaction when they are doing their job that tasked to them such as ventilation, temperature in the working environment, commotion level, and complete work tools. When the company can provide the good working environment for their employees, it can make the employee feeling well and comfortable while they are doing their job. When employee feel well and comfortable while doing their tasks, their satisfaction on the working place can increase and it will lead to the employees' job satisfaction in work place. When satisfaction achieved, the productivity from the employee automatically increase and this means that satisfaction is very important to achieve all goals that the company have and work environment is one of the factor that is crucial in influencing the level of employee satisfaction in the workplace.

CV Polaris Brides Secret is the business that operates in providing services such as Salon, Bridal Gown Gallery, and Photo Studio for wedding photo and for family photo. It located at jalan Wahidin Blok B-C (Number 100) Medan city. CV Polaris Brides Secret is in type of family business. This company was established on 14 October 2008. At the first time when this company established, it was owned by Mr. Sutiono. This means that Mr. Sutiono is the founder of CV Polaris Brides Secret. Not long after that, to be precise in 2011, Mr. Sutiono was passed away and left CV Polaris Brides Secret to his 3 daughters and at that time, the name of the owner of the company moved from the previous one on behalf of Mr. Sutiono became Mrs. Goh Lian Poh (the spouse of Mr. Sutiono). Until today, CV Polaris Brides Secret is run by the 3 daughters of Mr. Sutiono. The 3 of them involve into the business directly until nowadays. From the statement of the ownership above, we can know that CV There are 3 stages in

family business ownership, first is owner managed stage where there is only one family member that involve in the business and usually he/she is the founder of the business,

the second stage is sibling partnership stage, where in this stage, the ownership is shared between sibling but in this stage, it is possible when the one of the sibling not involve in the business directly like run the business and the profit of course will be share based on the agreement among the siblings, usually the party who involve directly in the business will get more part than those who are not directly involved, and the last is cousin collaboration stage, at this stage, the ownership is spared more wide because it is not only among sibling but cousin already start to involve as the owner in this stage.

Polaris Brides Secret is a family business because at the first time when the company established, Mr. Sutiono become the founder and at this stage, it is already entering the family business ownership stages namely owner managed stage where in this stage, the ownership is own by only one of family member and also control by one of the family member only which mean the other family member do not involve in the

business at that time. Then, when Mr. Sutiono passed away at 2011, the 3 of his daughters take the control the business and run it together. At this moment, the company ownership already moved from family owner managed stage to sibling partnership stage. This can happen because at this moment, the 3 daughter of Mr.

Sutiono take care and continue the business that their father left to them. Sibling partnership means the ownership and control of the business taken over by the sibling. In this sibling partnership, all of Mr. Sutiono daughters involve in the company and run it as the owner together. So, CV Polaris Brides Secret already until 2nd generation of

family business, where the first generation is in the form of owner managed stage and the second generation is in sibling partnership stage and this 2 type of owner stage is the part of family business ownership stage.

The writer conducted a preliminary interview with the company's operational manager and found some part that related with job satisfaction. This is shown by the existence of several employees who do not meet the existing work conditions and regulations such as attendance time including some of the employees leaving the office with the condition that doesn't comply with the existing regulations, looks lazy, lackluster, and need more time to deal with the customer.

Based on the preliminary interviews, there are some of things that thought to cause the job satisfaction problem in this company which are motivation, work discipline, and work environment. Those 3 things are the main factors that can affect employees' job satisfaction. There is one factor that can influence the job satisfaction that the writer can see during the short interview visit with his own eyes that some of the employees still wearing a mask in accordance with the company regulations because of the pandemic situation, but some of them pull down their mask until their chin. This condition can make the other employees feel like not comfortable and feel unsafe during this pandemic time what's more, their work space is an enclosed space with air conditioner. This thing can lead the other employees who act according to the regulations that the company have, feel unsatisfied and this all is related with the work discipline in the company toward the employees' job satisfaction. This kind of problem can also become one of the factors that can influence the job satisfaction in term of

work environment. The other thing that the writer can get when visiting the company is the air conditioner in the second floor and third floor of the company will be set on only when there are customers come to the company and having an interest to go to the second floor and third floor which is brides gown collection at second floor and photo studio at third floor. Other than that situation, the employees on second and third floor only allowed using the fan that provided by the company for them. Not only happen in second and third floor, sometime this situation can also happen on first floor but when this happen in first floor, the air conditioner is still on but only like some of them, which make the employees feel a bit hot when servicing the customer at that time. So with this habit, the employees of CV Polaris Brides Secret who need to still stay at their own post which are second floor and third floor will feel hot. This situation will affect the employee satisfaction because they need to stay on that place without air conditioner and only rely on the fan which is not too big at all that provided by the company for them.

Below is the picture that the writer took when visiting CV Polaris Brides Secret.



This picture took by the writer where at that moment, there are some customer come to the company to use the service there. From this picture we can see the air conditioner is off even at that time there are customers come to there.

For motivation, the writer also conducted the short chatting with the employees in the company and the writer found out the problem that will related with job satisfaction which is motivation. When the writer does some conversation with some

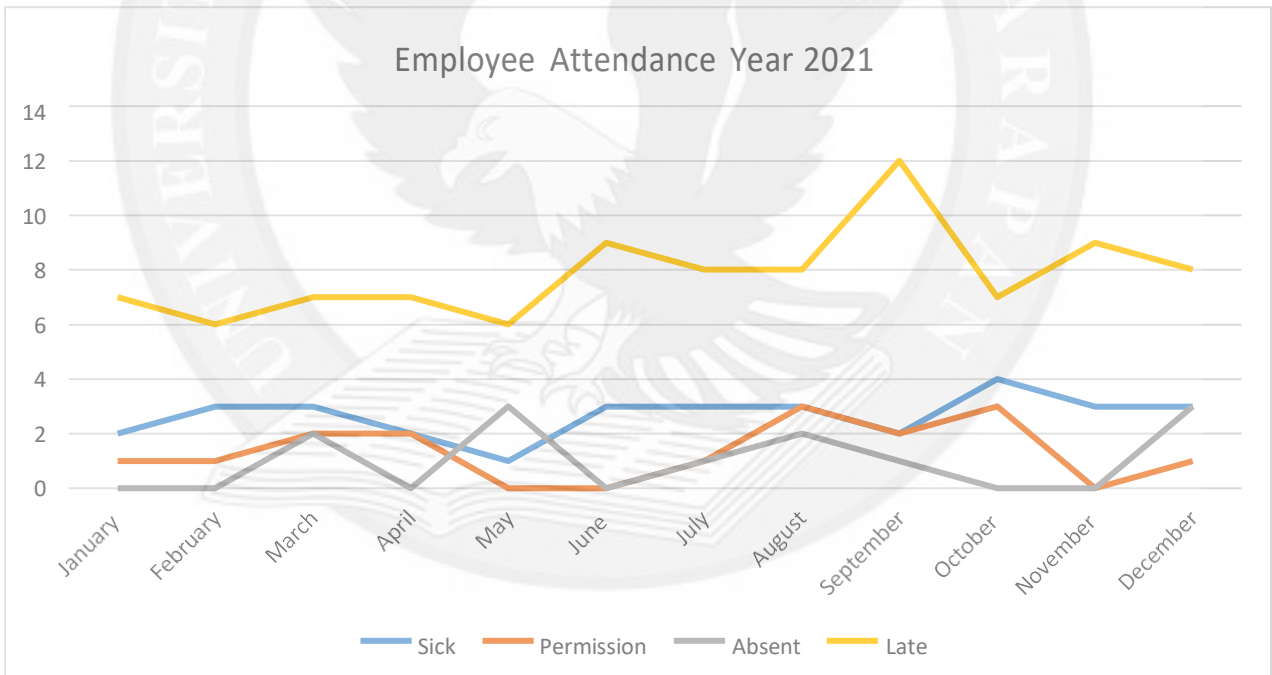
of the employees in there, the writer inserts a question which will make the writer know whether motivation is become one of the problem that related with job satisfaction in that company or not. Just with simple question asking some of them whether they often or not get the recognition or appreciation when they success to finish their job in short time or done the good service toward the customer which make the customer feel so happy with them and the answer is never. The other thing that the writer get from the company operational manager is some of the employees can leave the workplace before the time that already regulated in the company. According to the operational manager, some of the employees can leave the workplace at 3pm or 4pm where if we see the regulation about the working time in the company, employee must come before 8:30 am and leave the office at 5:30 pm. This is one of the proof that make the writer will include motivation as one of the problem toward their job satisfaction and this also become one of the reason that the writer include motivation as the variable in his research.

There are any others behavior that the employees show during their work time that like leaving the office with the condition that doesn't comply with the existing regulations, looks lazy, lackluster, and need more time to deal with the customer.

Below is the 2021 attendance list from CV Polaris Brides Secret

Employee Attendance in CV Polaris Brides Secret

Month	Number of Employee	Sick	Permission	Absent	Late	Working Days
January 2020	34	2	-	-	7	25
February 2020	34	3	1	-	6	22
March 2020	34	3	2	2	7	25
April 2020	34	2	2	-	7	25
May 2020	34	1	-	3	7	21
June 2020	34	6	-	-	9	25
July 2020	34	3	1	1	8	26
August 2020	34	3	3	2	8	24
September 2020	34	2	2	1	12	26
October 2020	34	4	3	-	7	25
November 2020	34	3	-	-	9	26
December 2020	34	3	1	3	8	26



This is the employee attendance list of CV Polaris Brides Secret in 2021. The data above provide the information about the number of employee that sick, permission,

absent, and late in 2021 monthly timeframe. From the data above, we can see that every category in the attendance list have their own level of number and different level from month to the next month. From the data above, lateness become the category that have the aggressive movement than the rest category like sick, permission, and absent. From the late category above, we can know that the employee in CV Polaris Brides Secret have a high tendency of tardiness. Beside the number of lateness in the data above, the rest category like sick, permission, and absent also become the data that can show us that there is a problem in the company that can cause the number of sick, permission, absent, and late become like the data that provide above. The problem that can related with the company data above are discipline and also motivation.

After collecting data through numeric data and information that collected through visiting the company directly, preliminary interviews, and conversation with the employees in the company, the writer find out that there are some problems in the company that related with the employee job satisfaction which are work discipline, motivation, and work environment.

Those all points that can affect employees' job satisfaction which are motivation, work discipline, and work environment, need to be consider when something happen in the company like for example employee performance get decrease, or customer satisfaction get decrease. Because, when employee get satisfied, they will do the rest for the company which means, they will do their job and take their responsibilities well. In short, when the employees' job satisfaction already fulfilled, the company problem that related with employee will automatically solved.

So, based on this problem, the writer conducted with the title “**The Influence of Motivation, Work Discipline, and Work Environment on Employees’ Job Satisfaction in CV Polaris Brides Secret Medan**”.

1.2 Problem Limitation

When something has no limitation, it means that something is so broad and wide. When come to discussion, better to put the limitation to make the things that been discuss get focus and that will make the discussion more organized and more accurate on the outcome of the discussion. With a picture of thought like this, the writer decided to set the limitation on the research as follow:

- a. The data for this research is directly collected from CV Polaris Brides Secret located at Jalan Wahidin Block B-C No.100, Medan, Sumatera Utara, Indonesia.
- b. Due to the geographical, time, and also budget constraints, the respondent data for this research will be collected only from the employees of CV Polaris Brides Secret which is located in Medan, Sumatera Utara, Indonesia.
- c. The research will only use 4 variables (3 variables as variable X and 1 variable as variable Y), which are: Motivation as variable X1 (treat as independent variable), work discipline as variable X2 (treat as independent variable), Work Environment as variable X3 (treat as independent variable), and Employees’ Job Satisfaction as variable Y (treat as dependent variable).

1.3 Problem Formulation

Analyzing how motivation, work discipline, and work environment can influence the employees' job satisfaction at CV Polaris Brides Secret is the objective of the research. Therefore, the research seeks to answer all the questions below:

- a. Does motivation significantly influence employees' job satisfaction at CV Polaris Brides Secret?
- b. Does work discipline significantly influence employees' job satisfaction at CV Polaris Brides Secret?
- c. Does work environment significantly influence employees' job satisfaction at CV Polaris Brides Secret?
- d. Do motivation, work discipline, and work environment simultaneously significant influence the employees' job satisfaction at CV Polaris Brides Secret?

1.4 Objective of the Research

Understanding the influence of motivation, work discipline, and work environment on employees' job satisfaction at CV Polaris Brides Secret is the main objective of this research. It is hoped that the completion of the research will result in the good understanding of how motivation, work discipline, and work environment can influence the employees' job satisfaction. Therefore, the purpose of this study will be:

- a. To analyze whether motivation significantly influence employees' job satisfaction at CV Polaris Brides Secret

- b. To investigate whether work discipline significantly influence employees' job satisfaction at CV Polaris Brides Secret
- c. To discover whether work environment significantly influence employees' job satisfaction at CV Polaris Brides Secret
- d. To determine whether motivation, work discipline, and work motivation simultaneously significant influence employees' job satisfaction at CV Polaris Brides Secret

1.5 Benefit of the Research

There are 2 form of benefit in this research which are Theoretical Benefit and Practical Benefit

1.5.1 Theoretical Benefit

In the educational context, the benefit that this research can give is the extra learning about the influence of motivation, work discipline, and work environment on employees' job satisfaction. As a result, it can give the writer more understanding on this topic and can be used for future educational discussion with the similar topic.

1.5.2 Practical Benefit

The writer expects that from this research, it will bring 3 benefits namely as follows:

- a. For the writer, this research will improve the knowledge of the writer about the influence of motivation, work discipline, and work environment on employees' job satisfaction in the real work life.

- b. For the company, this research can be used as the extra references in order to improve the employees' job satisfaction through motivation, work discipline, and work environment in the company.
- c. For the researcher, it can become the references for them to use when they need a references with the similar topic for the research that they conducted in the future.

