

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Development of Information Technology and marketing through digital marketing is predicted to be a point of change techniques market a product of goods from marketing conventionally switch to use digital marketing, not only on the elements of marketing but will impact the all business activities as a whole, be it a business that has been large-scale and national and individual businesses that have a small scale. Digital marketing is a form of business or activities carried out by energy marketers, both companies and individuals in order to do a marketing product or brand, whether it is a product of goods or service products through the use of digital information technology, such as using electronic media, as well as using media internet-based. (Septiano, 2017). Digital marketing based on electronic media can using advertising on television and on the radio, while based on the internet media such as marketing through social media and e-commerce.

Human Resource (HR) development is a way for the organization to be able to maintain the working existence of all organizational components. An organization must be able to optimize the ability of its human resources so that the achievement of targets can be accomplished, but it is not simple it requires a good understanding of the organization, there needs to be a mature development strategy so that the HR of an organization is used as needed (Lasmahadi, 2018).

Antoncic & Antoncic (2011), argues that loyalty employees have a positive impact on growth company. Because the loss of productivity employees,

of course, is the same as losing consumers. Employee is one of the most vital and important resource a company could have. Having strategies to retain and keep them loyal are a challenge that companies have to face, hence, their employees could give their most effective outcome to the company. Haq and Ismail (2019), clarify loyalty as retaining member of organization, an enthusiasm to hit on high standards of hard work for organization, and a specific confidence in and acceptability of principles and objectives of the association.

Job satisfaction is an attitude that arises as a desire to be loyal and devoted to work, group, leader, or at work that causes a person willing to sacrifice in order to satisfy other parties (Hasibuan,2018). It can be concluded that the notion of job satisfaction is a positive attitude from the workforce including feelings and behavior towards work through the assessment of one job as a sense of respect in achieving one of the important values of the work

Lasmahadi (2018), state that competence includes a set of intelligent actions, full of responsibilities that someone has as a condition to be considered capable by the community in carrying out tasks in the field of work. Job competence as an ability to perform or perform a job or task based on skills and knowledge and supported by the work attitude demanded by the job. Thus, job competence shows the skills and knowledge characterized by professionalism in a particular field as the most important, as the seed of the field. Torang (2018), state that competence can also be interpreted as a person's ability to produce at a satisfactory level in the workplace, including the ability of a person to transfer and apply those skills and knowledge in new situations and increase agreed benefits.

Job autonomy is among several other job conditions (task variety, feedback, completion of task, task significance, and task importance) included in job characteristics model that is believed to have an impact on employees' responses to work (Oldham, 2018). Job autonomy as the discretion in choosing the procedures or methods to go about one's work, work scheduling autonomy as the feeling of which one could take control of the sequencing or timing of his or her tasks, and work criteria autonomy as the discretion in making changes to indicators/standards used to evaluate one's own performance.

Robbins (2019), state that job impact of the performance is also beneficial to be more solid and compact because work earnestly to achieve the target has been set by the organization. In addition, the impact of high performance also gives a positive impact to the company in the eyes of the public to be good and respected by competitor in a similar field.

Human resources are the driving force of creativity and innovation in a company which will increase the reputation and profit of the company in the long term. With good cooperation, salaries affect the satisfaction of each employee. Besides, the success of a company in achieving optimal targets is determined by how big the company is to continue to change and survive in the competition. In this continuous competition, companies can have an advantage if they produce goods or services that can meet expectations and satisfy them customers, in this case the authors conducted research on PT Mana Aktiva Kreasi and also a family business company that was established on August 10, 2018, was founded by Mr. Leonarce as CEO of PT Mana Aktiva Kreasi.

PT Mana Aktiva Kreasi was originally a developer website and application. It was started in 2007 as an internal hobby project. Leonarce is founders and the core makanmana's growth. Over the years, we have amassed groups of fans and built a sizable community in Medan. In the early 2018, PT Mana Aktiva Kreasi decided to formalized this common interests and passions into a service company.

From the description, it can be said that the job competence, job autonomy and job impact can support job satisfaction and loyalty as well as the success of PT Mana Aktiva Kreasi in achieving its goals. If these factors are implemented or managed properly, it will help the company in marketing the products produced properly. Employee satisfaction and loyalty in a company is a very important part of PT Mana Aktiva Kreasi which is a company engaged in the developer website and application.

In this case, one of the main competitive companies is PT Mana Aktiva Kreasi is PT Rezeki Teknologi Indonesia in Medan. One of the reasons PT Rezeki Teknologi Indonesia in Medan is said to be the main competitor because the company produces the same developer website and application.

Table 1.1.
Comparison of PT Mana Aktiva Kreasi and PT Rezeki Teknologi Indonesia in Medan

	PT Mana Aktiva Kreasi (Makan Mana)	PT Rezeki Teknologi Indonesia (Niaga IT)
Since	2018	2013
Production Type	Digital Marketing, Performance, Marketing, Branding, Website/Platform, Design, Social Media, Print Design, F&B Shot, Instagram, Take Over, Event Shot	Digital Marketing, Performance Marketing, Branding <ul style="list-style-type: none"> • Website/Platform Design, Social Media, Print Design F&B Shot, Instagram Take Over, Event Shot, Application
Managing Director	Mr Bobby Wongso and Mr Harry	Mr Ade Syah Lubis
Vision	To be a clear and simple	To be a trusted world-class developer website and application company'
Mission	PT Mana Aktiva Kreasi want to be a one-stop provider for creative solutions, whether it is graphic design, communication, social-media activation, or event. PT Mana Aktiva Kreasi believe in the excellence of our ideas and innovation, the reliability of our executions, and the development of our people. PT Mana Aktiva Kreasi are armed to provide cutting-edge solutions to range of industries. Our data-fueled strategies help brands rise above the competition with culturally relevant, high-performance creative solutions that generate energy, action and revenue	PT Rezeki Teknologi Indonesia are a total solution company based on electronics and Information Technology. PT Rezeki Teknologi Indonesia provide innovative and customer-oriented system integration solutions with the advantages of certified HR and global alliances. PT Rezeki Teknologi Indonesia deliver up-to-date and sustainable products and services by ensuring safety and responsive after-sales. PT Rezeki Teknologi Indonesia contribute to maintain the sovereignty of the country and improve the quality of life

Sources: PT Mana Aktiva Kreasi (2022) and PT Rezeki Teknologi Indonesia in Medan (2022)

PT Mana Aktiva Kreasi and PT Rezeki Teknologi Indonesia in Medan have the same company field only for the year established PT Rezeki Teknologi Indonesia in Medan is superior in 2013.

PT Mana Aktiva Kreasi in Medan also experienced a decline in employee loyalty. This is reflected in the many employees who opt out of the company. The following data of employees resign of PT Mana Aktiva Kreasi that:

Table 1.2.
List Yearly of In and Out Employees PT Mana Aktiva Kreasi in Medan

Year	Out	In	Total Each Year
2018	5 People	5 People	44 People
2019	4 People	4 People	44 People
2020	7 People	6 People	43 People
2021	9 People	8 People	42 People

Source: PT Mana Aktiva Kreasi in Medan (2022)

Based on the table 1.2 above, it can be seen that the employees of PT Mana Aktiva Kreasi in 2018 amounted 44 employees, but in 2020, employees at PT Mana Aktiva Kreasi decreased to 43 employees, then in the following year, the company experienced a decrease in employees by 1 people. Some reasons to resign more because employees want to find better job opportunities at other companies.

From the data above, it can be seen that the decrease in the number of employee loyalty is due to the increasing number of employees leaving on personal initiatives, not because of layoffs from the company. It is important to know the factors that influence employee loyalty at PT Mana Aktiva Kreasi in Medan. As a result, variables that have significant influence in developing employee loyalty in PT Mana Aktiva Kreasi in Medan will be examined from workers who still maintain in the company, specifically as many as 42 employees.

The importance of job loyalty for companies is to encourage productivity, improve the company's image, accelerate production, part of the company's growth plan, many people are interested in working for the company (Britta, 2021). The importance of employee loyalty on results company performance, at PT Mana Aktiva Kreasi the company already increased their attention to business

while always maintain their transparency and prioritize employee recognition in order to maintain employee loyalty and satisfaction against the company.

Job loyalty is a manifestation of organizational commitment, the relative strength of an individual's identification with and involvement in a particular organization (Steers, 2018). For example, every employee who works at PT Mana Aktiva Kreasi in Medan really intends to keep working at PT Mana Aktiva Kreasi in Medan so that they are less interested in looking for other jobs outside (HRD PT Mana Aktiva Kreasi, 2022).

Job satisfaction is very important for employees to stay happy and also give their best level. Satisfied employees are those who are very loyal to their organization and stick to it even in the worst case scenario employees do not work because of any coercion but because employees dream of taking their organization to a new level. Employees must be passionate about their work and passion comes only when employees are satisfied with their job and the organization as a whole. Employee satisfaction leads to a positive atmosphere in the workplace. People rarely sleep or complain and concentrate more on their work (Hamali, 2018).

Job satisfaction is the effective direction towards desired results. Job satisfaction is the level of pleasure felt by someone for their role or work in the organization. (Hasibuan, 2018). For example, at PT Mana Aktiva Kreasi in Medan can be seen in the spirit of employee who always satisfied when work hard and doing every job (HRD PT Mana Aktiva Kreasi, 2022).

Job competence is superior performance since competence includes personal aspects that encourage employees to achieve superior performance (Lasmahadi, 2018). For example, PT Mana Aktiva Kreasi in Medan accepts more employees who have work experience in videography and photography so that all employees can complete the work in accordance with the direction of the division leader (HRD PT Mana Aktiva Kreasi, 2022)

Job autonomy is the freedom and discretion allowed of employees in facets of work method, work schedule, and work criteria to perform their tasks and responsibilities (Oldham, 2018). For example, at PT Mana Aktiva Kreasi in Medan, the leader often hear and implement employee ideas and ideas so that employees feel an important role in their current work. (HRD PT Mana Aktiva Kreasi, 2022)

Job impact is beneficial to be more solid and compact because work earnestly to achieve the target has been set by the organization. In addition, the impact of high performance also gives a positive impact to the company in the eyes of the public to be good and respected by competitor in a similar field (Robbins, 2019). For example, at PT Mana Aktiva Kreasi in Medan, employees feel that their role is very important in the progress of the company and when doing meeting each manager listens to ideas and employee complaints in the work. (HRD PT Mana Aktiva Kreasi, 2022)

To support this research, a mini-pilot qualitative research has been done in order to know assure the flow of variables using for this research is valid. There are 3 questions that being asked to 28 respondents which are working at PT Mana

Aktiva Kreasi in Medan. According to Ismail (2017) a Pilot Study (PS) referred to a small research project done before actually having the full research study. With Pilot Research, researcher can understand the process of research in order to decide the final method to use for the final study.

Table 1.3.
Mini-Pilot Results

Job Competence	Job Autonomy	Job Impact	Other
9	6	7	6

Source: Prepared by Writer (2022)

Based on table 1.3 above, 30 respondents that experienced unpleasant experience which led to resignation or quitting the job at PT Mana Aktiva Kreasi in Medan. Three main questions were given to the respondents which are regarding the reason of resignation, whether they are satisfied working in the company, and the reason of their dissatisfaction as stated in Appendix C. Out of 28 respondents, the responses regarding the reasons of dissatisfaction obtained 9 responses due to 9 job competence, 6 responses about job autonomy, 7 responses about of job impact, while 6 responses of other. This pilot research was being conducted within the period of the preparation of chapter I specifically within the month of December 2021.

Based on the description above, this problem is the main attraction for the author to be researched and analyzed. The final result of this research will be compiled in the form of a thesis with the title **“The Influence of Job Competence, Job Autonomy, and Job Impact Towards Job Satisfaction and Job Loyalty at PT Mana Aktiva Kreasi in Medan”**.

1.2 Problem Limitation

Based on the background described above, the authors need to limit the problem with the aim that the discussion of the problem is not too broad.

This research will focus on:

1. Job Competence, Job Autonomy, Job Impact and Job Satisfaction and Job Loyalty.
2. The Data of this research is gathered from PT Mana Aktiva Kreasi located at Jalan Brigjen Katamso No 35F, Medan.
3. Subjects of research on all employees who work at PT Mana Aktiva Kreasi in Medan from all parts / work units.

1.3 Problem Formulation

Based on the background of the study, formulates several questions, as follows:

1. Does job competence have a significant influence on job satisfaction at PT Mana Aktiva Kreasi in Medan?
2. Does the job autonomy have a significant influence on job satisfaction at PT Mana Aktiva Kreasi in Medan?
3. Does the job impact have a significant influence on job satisfaction at PT Mana Aktiva Kreasi in Medan?
4. Does job satisfaction have a significant influence on job loyalty at PT Mana Aktiva Kreasi in Medan?

5. Does job satisfaction mediate the influence of job competence on the job loyalty at PT Mana Aktiva Kreasi in Medan?
6. Does job satisfaction mediate the influence of job autonomy on the job loyalty at PT Mana Aktiva Kreasi in Medan?
7. Does job satisfaction mediate the influence of job impact on the job loyalty at PT Mana Aktiva Kreasi in Medan?

1.4 Objective of the Research

Based on the problem identification proposed in previous point, the objective of this research is:

1. To determine the influence of job competence on job satisfaction at PT Mana Aktiva Kreasi in Medan.
2. To determine the influence of the job autonomy on job satisfaction at PT Mana Aktiva Kreasi in Medan.
3. To determine the influence of the job impact on job satisfaction at PT Mana Aktiva Kreasi in Medan.
4. To determine the influence of job satisfaction on job loyalty at PT Mana Aktiva Kreasi in Medan.
5. To determine job satisfaction mediate the influence of job competence on the job loyalty at PT Mana Aktiva Kreasi in Medan.
6. To determine job satisfaction mediate the influence of job autonomy on the job loyalty at PT Mana Aktiva Kreasi in Medan.

7. To determine job satisfaction mediate the influence of job impact on the job loyalty at PT Mana Aktiva Kreasi in Medan.

1.5 Benefit of the Research

This research can give benefits both theoretically and practically.

1.5.1 Theoretical Benefit

The theoretical benefits from the results of this study can be used as additional information and as a reference to carry out further research related to job competence, job autonomy, job impact towards job satisfaction and loyalty.

1.5.2 Practical Benefit

The practical benefits on this research are:

1. PT Mana Aktiva Kreasi in Medan is expected to provide additional information and as material for consideration in making decisions related to human resources and performance appraisal of employee satisfaction and loyalty, so that in the future the results of this research can help PT Mana Aktiva Kreasi in Medan, especially in the HRD section to become a company which has employees with high levels of satisfaction and loyalty.
2. The author is expected to be able to increase knowledge about HR with the aim that it will be useful when he comes to the world of work later by applying the knowledge of HR that has been obtained in college.
3. For the Faculty of Management, Pelita Harapan University, Medan, the results of this study can be used as library material and add references for

students and younger generations at the Faculty of Economics, Pelita Harapan University.

4. For other parties, the results of this study are expected to be knowledge for readers and can be a consideration for companies that are facing the same problem.

