

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Hotel comes from the French word, which is “hôtel” and “hostel” as from the old French. Hotel is well known for delivering and providing high quality of services towards guests since it takes part in tourism and hospitality industry. Tourism & hospitality industry is the fastest growing industry in the world and hotel industry is one of the most important parts in it.

Hotel can be categorized or classified into several segments by size, target markets, levels of services, ownership and affiliations and stars. Hotel stars are usually classified by the provided services and facilities. The higher the stars, the better the services and facilities provided. Five-star hotel is known as a luxury hotel that provides high quality of services and facilities, such as welcome drinks upon check-in, personal butler, and personalized greetings of fruits or decoration in rooms. Four-star hotel or first class provides an above average of services level, where spacious rooms, room services, mini bar and amenities are provided. Three-star hotel, which is known as comfort, provides average level services and facilities such as beverage in room, hairdryer and bathroom amenities, and internet access. Two-star hotel is usually small to medium size hotel that provides standard services and facilities such as sanitary products, shower gel & shampoo, and towels. One-star hotel is targeted for budget tourists where services are limited and consist of basic facilities in room. Resort is specifically built as a holiday destination for guests to relax and enjoy their holiday. Usually, guests will likely to stay all day long in the resort to enjoy the services and facilities provided.

Nowadays, many hotels offer unique experiences for guests to stand out and evolve in tourism and hospitality industry, such as unique name or

theme of room and room number, all inclusive of services, facilities, and food & beverages.

Human resources are considered as the most important key in hotel industry since the provided services are abstract and have direct impact on the quality base on how the services are delivered toward guests. Most works in hospitality industry are done by human resources, which means human serves human. In result, without human's presence most works cannot be done. Thus, these human resources have direct impact towards guests' satisfaction and hotel's income depends on how they perform their job. Employee performance is the main key for any organization to evolve and advance in business industry. Organization should pay attention to their employees and the job performance they delivered, by then, organization will know which employee performs his job well and which one does not.

To boost employees performance, motivation can be applied in their work environment. Motivation is important for both employees and organization, because when their employees are motivated, they will do their job well and this will help the organization to achieve their goals. Motivation acts as a pushover for someone to do something, usually with rewards as the main goal. Those rewards may be varying among employees. Motivation can be used as a bait for employees to maintain organization's service quality because motivation is the main factor that affect human resources. In customer service oriented business, motivation towards employee performance need to be develop thoroughly since motivation affects on how employee perform his job and service he deliver, hence, this also affect on guests' satisfaction. For example, if motivated employee performs his job in a positive behavior and maintain an honest relationship with guests, guests will feel satisfied. Motivated employee will work effiecntly and deliver great services and vise versa.

It is a challenge itself for any organization to figure out how to motivate their employees to perform a better job. Many theories are applied in organization to enhance their employees' motivation. Rewards

management system, which consists of extrinsic and intrinsic rewards, can be used as employees' motivator. The main difference between extrinsic and intrinsic rewards is extrinsic rewards come from the outside of individuals, such as money, while intrinsic rewards come from within the individuals, such as enjoyment of work.

Motivation and employee performance are related and has a big impact in workplace. According to Sutermeister in Bintoro & Daryanto (2017, p. 111), stated that employee's performance is influenced by several factors, among others: consists of motivation, ability, knowledge, skills, education, experience, training, interests, attitudes, personality and physical conditions of physiological needs, social needs and egoistic needs.

Samabe Bali Suites & Villas is a five-star luxury all-inclusive resort located at Jl. Pura Barong-Barong Sawangan, the southern part of Nusa Dua, Bali, Indonesia with 8 hectares large of resort area. Samabe Bali Suites & Villas is part of Grand Mirage Resort & Bali Nusa Dua Theater's family.

However, in any organization, there will always have a gap between motivation and employee performance. The outcome may be different in each company, depending on what factors that motivated the employees. In Samabe Bali Suites & Villas, the gap between motivation and employee performance of Sales & Marketing and Banquet Department's employees are they do not receive additional payment for overtime and no appreciations and rewards for employees when their work result are great, such as rewards when targets are achieved before deadlines.

Most firm focus on satisfying their customers instead of their employees. If employees are not satisfied, customer will not be satisfied too because it is employees who deliver services to customers. When employees are satisfied, this will lead to better service and satisfied customers. By identifying the impact of motivation towards employee performance, company will realize what motivate and what unmotivated their employees, have deeper understanding about motivation & employee performance and

how they are related, and use this information to increase employees' motivation for their own benefit.

The research was conducted by its own to scrutinize the factors that motivate employee performance. The research also focus on to see whether there is a relationship between motivation and employee performance. Based on description above, the writer want to conduct the research with title **“The Impact of Motivation towards Employee Performance in Sales & Marketing and Banquet Department at Samabe Bali Suites & Villas.”**.

1.2 PROBLEM LIMITATION

The main purpose of this research is to find out the impact of motivation towards employee performance in Sales & Marketing and Banquet Department at Samabe Bali Suites & Villas. This research will take place at Jalan Pura Barong-Barong Sawangan, Nusa Dua, Bali, Indonesia and targeted for 60 employees in Sales & Marketing and Banquet Department. The indicators of motivation (Variable X) are physiological needs, safety needs, social needs, self-esteem needs and self-actualization needs. The indicators of employee performance (Variable Y) are goals, standard, feedback, means, competence, motive and opportunity.

1.3 PROBLEM STATEMENT

Based on this research, the writer found a problem that need to be questioned in this study which is, does motivation have impact towards employee performance in Sales & Marketing and Banquet Department at Samabe Bali Suites & Villas?

1.4 OBJECTIVES OF THE RESEARCH

The objective of this research is to know whether motivation have impact towards employee performance in Sales & Marketing and Banquet Department at Samabe Bali Suites & Villas.

1.5 BENEFIT OF RESEARCH

1.5.1 THEORETICAL BENEFIT

The result of this research will expand the theory and knowledge about the impact of motivation towards employee performance in hotel industry, especially in Sales & Marketing and Banquet Department and can be used as a reference in the future.

1.5.2 PRACTICAL BENEFIT

1. In this research, the writer can achieve the new academic knowledge about the impact of motivation towards employee performance in hotel industry, especially in Sales & Marketing and Banquet Department.
2. The benefits of this research can give guidance for Samabe Bali Suites & Villas on how to improve employee performance based on motivation, especially in Sales & Marketing and Banquet Department.
3. This research can become an additional reference on the topic about the impact of motivation towards employee performance for future researcher relating to this topic.

1.6 SYSTEM OF WRITING

The following is the system of writing in this *skripsi*:

Chapter I: Introduction

This chapter explains about background of study, problem limitation, problem statement, objective of the research, benefits of research, and systems of writing.

Chapter II: Literature Review & Hypothesis Development

This chapter explains about theoretical background, previous research, hypothesis development, research model, and framework of thinking

Chapter III: Research Methodology

This chapter explains about research design, population and sample, research object, data collection method, operational variable definition and variable measurement, and data analysis method

Chapter IV: Data Analysis and Discussion

This chapter explains about general view of “Samabe Bali Suites & Villas”, data analysis, descriptive statistic, result of data quality testing, result of hypothesis testing and discussion

Chapter V: Conclusion

This chapter explains about conclusion, implication, and recommendation

