CHAPTER I

INTRODUCTION

1.1   Background of the Study

In this modern era, lots of companies find difficulties in running business. This does not only happen in small companies but also in big companies. Some of the difficulties in facing customers are usually the same, which is, how to serve the employee and how to gain trust from the employees in a good way. People who always try their best at serving the customers in a good way can leave good impression for the customers, people who are always ready to help the company to achieve the goals in serving the customers is called employee. Employees play a big role in an organization, because without employees the organization will not develop well.

Besides, nowadays majority of people is using a technology, which the customer will pay more attention to their gadget and pay less attention to surrounding people. Therefore, sometimes the employee will have hard time to attract customers with their service. Attracting customers is not easy, because every customer has a different taste and preference. That is also one of the reasons why the employee needs to have a good communication skill to attract the customers.

In this topic, the writer will explain about how motivation can increase the employee performance in an organization.

Motivation is an encouragement or enthusiasm for people to achieve their goal or doing something. Motivation can come from ourselves or can come from people surround us. Motivation is defined as all internal and external driving force that makes the individual to perform an activity, what determines the limits and forms of activities and which give it its activities oriented towards achieving certain goals. (Robescu & Iancu, 2016)

Motivation plays a big role in a company, because it can encourage the employee to do their task better and also could gain the employee spirit. In that case, they will make sure they finish the task, even sometimes it will be a little hard for them. (Tjia, 2013)

Citraland Gama City company is a company engaged in property field. Citraland Gama city company was established in 2012, located in *Jalan Boulevard Barat Raya No. Kav. 1, kenangan baru, Kec. Percut Sei Tuam, Kabupaten Deli Serdang, Sumatera Utara 2037.* Citraland Gama City offers unique building concept throughout 33 cities and offers various kind of residence, starting from shophouses, villa, apartments and ect. For the facilities, they provides, hospitals, malls, school, club house and jogging track its residence. In which it known as "Independent Town".

Based on the interview and observation in Citraland Gama City company, the writer see the phenomenon in this company is the employees keep taking a permission, and increase every month, especially in December. So, to reduce the laziness in a work place, some of the company will give motivation to the

employee, like, bonuses, incentives, and etc. On the other hand, the employee in this company keep reducing from year to year and also the employee took too many permission. It can be seen from these 2 years employee absenteeism and sales tables.

So, the influence of the motivation towards the employee performance has a big impact. Motivation is very important for employees because, motivation could gain an employee spirit and encourage them to improve them in doing their work.
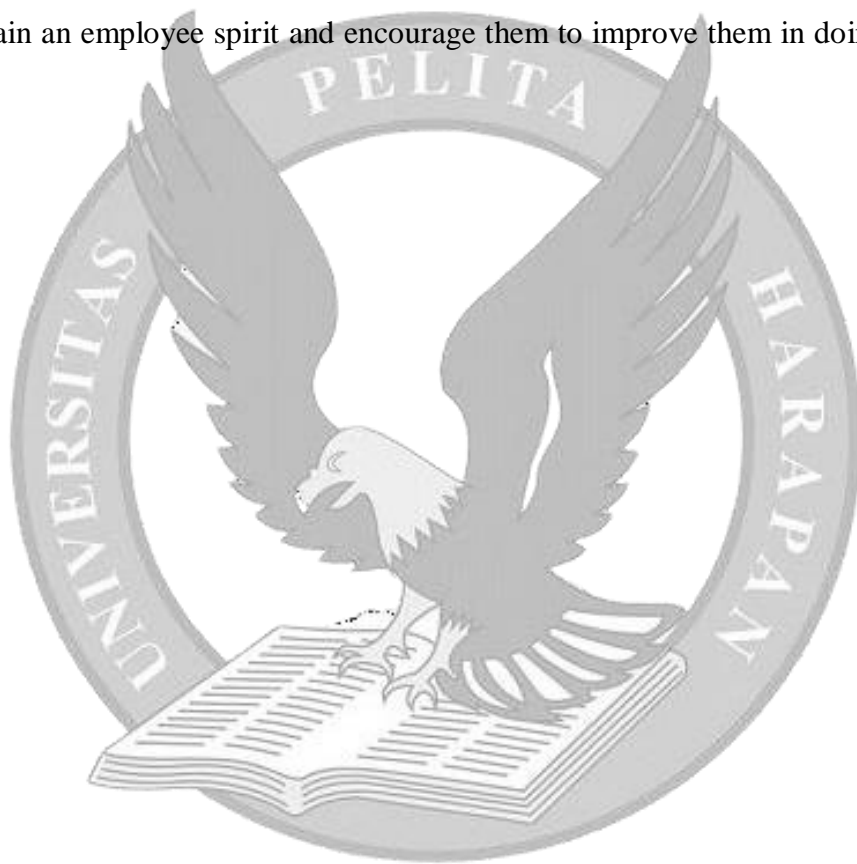
Table 1.1 Absence data in 2018

Month (2018)	Late (MHL)	Sick	Permission	Employee that resign in 2018	new employee in 2018	Total employee's absence days
January	-	1 employees	-		1 employee	2 days
February	2 employees	-	1 employees			3 days
March	3 employees	-	1 employees			2 days
April	-	-	6 employees	1 employee		5 days
May	3 employees	3 employees	-			5 days
June	-	4 employees	-			7 days
July	6 employees	-	2 employees	1 employee		5 days
August	4 employees	2 employees	-	1 employee		3 days
September	1 employees	1 employee	-		1 employee	1 day
October	-	1 employee	1 employee	1 employee		4 days
November	9 employees	-	4 employees			20 days
December	4 employees	-	7 employees			25 days
Total	32 employees	12 employees	22 employees	4 employees		82 days

Source: Citraland Gama City (2020)

Table 1.2 Absence data in 2019

Month (2019)	Late (MHL)	Sick	Permission	Employee that resign in 2019	New employee in 2019	Total employee's absence days
January	3 employees	-	2 employees		-	5 days
February	3 employees	3 employees	-		-	5 days
March	-	2 employees	-	1 employee	-	4 days
April	4 employees	1 employee	4 employees		1 employee	14 days
May	-	1 employee	2 employees	3 employees	-	4 days
June	2 employees	2 employees	-		-	3 days
July	5 employees	1 employee	-	1 employee	-	2 days
August	-	1 employee	-	1 employee	-	4 days
September	-	2 employees	-		-	3 days
October	4 employees	-	3 employees		-	7 days
November	7 employees	-	3 employees		-	8 days
December	2 employees	2 employees	5 employees	1 employee	-	20 days
Total	30 employees	15 employees	19 employees	7 employees	1 employee	79 days

Source: Citraland Gama City Company (2020)

Table 1.3 Sales in 2018

Month	2018
January	7 units
February	3 units
March	5 units
April	12 units
May	3 units
June	7 units
July	2 units
August	2 units
September	28 units
October	27 units
November	8 units
December	9 units
Total	113 units

Source : Compiled from various research by writer (2020)

Table 1.4 Sales in 2019

Month	2019
January	8 units
February	9 units
March	6 units
April	9 units
May	11 units
June	3 units
July	5 units
August	31 units
September	10 units
October	12 units
November	11 units
December	9 units
Total	124 units

Source: Compiled from various research by writer (2020)

Based on the interview and observation in citraland company, the writer spotted some significant changes from 2018 and 2019 sales data in company's sales. Where, the sales in 2018 and 2019 are fluctuated, and caused a not balance sales data in a company. The fluctuated data in this sales means, that the sales data in each month occur ups and down, which proof that there is a possibility that the company gives lack of motivation to the employees.

The total of sales in 2019 is increased, compared to 2018. However, the increase is not much and moreover, from the absenteeism data, the employees took a lot of permission at the end of the year. In fact, the amount of motivation is also different each year. For example, the amount of incentives and bonus is different from period to period, which caused the fluctuation in the sales. Therefore, the writer could conclude that the amount of motivation given will influence the employees performance.

The reason of the writer taking this topic is because this company is engaged in residential property development and management which the employees of the company will have a target to sell this property to the customers. In this company, they also have a lot of employee. So, the employees might compete against each other. On the other side, they also have to face different customer every day. So, the writer concluded that the employees should have a strong mentality to work in this competition company.

Employee performance is a part of management to increase the workers performance in an organization. To increase the employee performance need a motivation. Motivation is very useful to increase employee performance. Because

when the employee performance increase it also could effected the organization to develop more.

Based on this background study, the writer wanted to conduct a research on the title **"The influence of motivation towards employees' performance at Citraland Gama City company in Medan".**

1.2   Problem Limitation

This research is focused on the influence of motivation towards employee performance in Citraland Gama City, which a family business that owned by IR. Ciputra or they called it Ciputra group and they built a lot of residential in 33 difference cities in Indonesia. Therefore, Citraland Gama City is known as "Independent Town".

The purpose of this research is to measure the absenteeism and the sales data in a company. Therefore, based on the writer's interviews and observation the amount of motivation is also different each year, one of the example is the amount of incentives and bonus that they give to the employee is different from period to period, which caused the fluctuation in the sales.

1.3   Problem Formulation

Based on an analysis that has been research, these are the question to

extent this research analysis:

1)   What motivation that the company has give to the employees' in

Citraland's company?

2)   What is employees' performance level in Citraland's company?

3)   Does the motivation have influence the employees' performance in

Citraland's company?

1.4   Objective of the Research

The purpose of doing this research is to know:

1)   To evaluate what motivation that the company has given to the employees'

in Citraland Gama City company.

2)   To investigate the employees' performance at Citraland Gama City

company.

3)   To discover the influence of motivation towards the employee

performance at Citraland Gama City company.

1.5   Benefit of the Research

This research is focused on research motivation towards the employee performance at Citraland Gama City company in Medan. The purpose of this research is to gain knowledge about the company. There are 2 types of benefit of the research:

1.5.1   Theoretical Benefit

This theoretical benefit is to expand the understanding on motivation towards the employee performance. This research is also to prove the influence of motivation towards the employee performance.

1.5.2   Practical Benefit

- Practical benefits could help the writer's to gain more knowledge and could also learn from about giving a motivation to other people.
- By doing this research, the writer could also give an input or output for the company in giving a motivation to increase the employee performance in a company.
- For other researcher, this research can be used for references.