

ABSTRACT

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THE IMPACT OF JOB SATISFACTION TOWARD EMPLOYEE PERFORMANCE AT SCOOP AND BREW CAFÉ MEDAN

(xv+60 pages; 6 figures; 37 tables; 8 appendixes)

This study is to analyze the impact of job satisfaction towards employee performance at Scoop and Brew Café Medan as object research. Job satisfaction is a pleasant or unpleasant feeling felt by employees in looking at their work. In the sense that job satisfaction reflects a person's feelings for his work. Some employees may file a resignation. Resignation of employees shows that employees are not comfortable working in the company. Various reasons for resignation show that employees are uncomfortable. Managing hospital is one of the most complexes of all administrative organizations. The word hospital is derived from the Latin word "hospitals" which comes from "Hospes" meaning a host. According to Sinambela (2016, p.312), there is no doubt that job satisfaction is significantly related to employee performance. The object of this study was the employees of Scoop and Brew Café with the numbers of 47 peoples. Using census sampling method which took all population become samples. Using descriptive statistics, validity test, reliability test, linear regression, coefficient of correlation, linearity test, coefficient of determination, and hypothesis (z-test)

Based on the analysis results, the coefficient of correlation is 0,893, which means that there is a positive and strong relationship between job satisfaction and employee performance. The coefficient of determination is 79,8%. Based on z test $Z_{count} > Z_{table}$ ($5.42 > 1.96$), the hypothesis accepts that job satisfaction has an effect towards employee performance at Scoop and Brew Café Medan.

As conclusion from the hypothesis, job satisfaction has an influence on employee performance at Scoop and Brew Café Medan. This is evident from the respondents' answers in the questionnaire and company's sales data from Scoop and Brew Café Medan. The recommendations that can be given to the company are to provide an appropriate salary, training and good communication to employees.

Keywords: Job Satisfaction, Employee Performance, Hospitality

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