

CHAPTER I

INTRODUCTION

1.1 Background Of The Study

The progress and development of an organization is determined by human resources (HR). Despite of how important and valuable the forms and objectives are owned by one company; the success of an organization is largely determined by the human element.

One of the factors that influence the success rate of an organization is employee performance. Employee performance is the result achieved by an employee both in quality or quantity in carrying out the duties in accordance with the responsibilities given to the employee. Every company always expect its employees to have achievements, because skillful employees will provide optimal contributions to the company. Moreover employee performance can be increased by a supervisor who show a good example in which by motivating the employee and always pay attention to their work. A manager is a person who can be trust by a company that responsible to manage and organize as the main purpose of a company, build a strong team work and be a problem solver for the company in order to achieve the main goals of a company. Thus in this way, the manager knows his does and do not e.g the manager then knows whether to recruit staff or not, other managerial decision. After all, every individual in a company also has an important role for the success of an company in order to run effectively. In other words, the survival of a company is determined by the performance of the employee itself. Employee performance is supported by many factors, one of which is Effective Communication. To support and improve employee performance, effective communication is needed thus the employee performance can run optimally.

In this era, communication is a basic of a successful organization. Humans are the most important element in an organization, so maintaining a continuous and harmonious relationship between managers and employees becomes very important. Different department exist in an organization and it is through communication that takes place to attain organization goals and to have a well interaction between one and another. Open communication can be considered as a company asset. An effective communication between managers and employees is widely used as an excuse by employees to like their jobs. In this case, the willingness of the manager to want to hear, understand, and acknowledge the opinions or achievements of the employees is very crucial in causing satisfaction in work.

It is important for managers to seek communication in the organization because an effective communication within the organization is believed to increase job satisfaction in which it is logically said that it will increase the organizational revenue by the productivity of an employee. In order to achieve employee satisfaction in the workplace, an organization must maintain these relationship which is effective communication.

The effectiveness of communication needs to be improved in order to achieve good communication between positions within an organization. Effective communication in a workplace seems to control employees' behavior. Communication supports motivation by explaining employees what needs to be done or how well they are doing. Misunderstandings increase when communication is in different languages. The task of managers in leading companies can run optimally if using clear and good communication in dealing with employees. It is important that employees are aware of the strategies of an organization so that these strategies can be well performed. Clear communication will improve employee performance so that it can benefit the company.

Grand Mercure hotel is one of the 5 star hotels in Medan city. Location of Grand Mercure Medan Angkasa is very strategic, located in the heart of Medan, the center of the business and shopping area, 5 (five) minutes' drive from Medan train station which is connected to the airport and 1 (one) hour drive from Kualanamu airport which is on the outside of Medan city.

Table 1.1 Data Type and Recapitulation of Employee Errors due to Communication in Grand Mercure January-June 2018

Month	Division	Errors	Description
January	Kitchen	10	Some ingredients frequently out of stock and miscommunication occurs
February	Purchases	12	Overstock due to the absence of store section in communication and purchasing
March	Customer Service	12	Misspelling customer's member cards because miscommunication occurs
April	Cashier	12	Error price
May	Waiters	13	Work schedule errors
June	Purchases	11	Items purchased are not match with the purchase note and no communication, thus the remaining stocks weren't refunded

Source: Grand Mercure (2018)

From the table above, it can be concluded that in 6 months, the most employees errors is in purchases division which is related to stocks.

Communication that is created in Grand Mercure hotel will greatly influence the performance of employees, because everything depends on a person's ability to communicate information, and also a person's ability to receive the message and provide feedback on information that has been received. According to Pudjo Wibowo (2017, p. 43), clear communication will improve employee performance so that it can be profitable for the company.

Based on the background above, the researcher is interested in choosing the title **“The Influence of Effective Communication Towards Employee Performance at Grand Mercure Medan Angkasa Hotel”**

1.2 Problem Limitation

Due to the limitation of this writing, writer will research the effective communication towards employee performance. The writer will focus on effective communication as independent variable with indicator such as Sender, Encoding, Order, Media / channels, Recipient, Decoding, Disorders and Feedback by Marwansyah (2016, p. 322). While the indicators for employee performance (dependent variable) are quality, quantity, use of time at work and cooperative by John Miner in Edison et al (2017, p. 192-193).

1.3 Problem Formulation

The problem formulation which will be discussed as follows:

Does effective communication have influence towards employee performance at Grand Mercure Medan Angkasa Hotel?

1.4 Objective Of The Research

The study will achieve the following objectives:

To test and analyze the influence of effective communication on Employee performance at Grand Mercure Hotel.

1.5 Benefit Of The Research

The benefits of this study are divided into two, namely theoretical and benefits practically.

1.5.1 Theoretical Benefit

Theoretically, to writer and reader, the result of this research is expected to be a reference or input for the development of communication science and increase the study of management, especially to determine the influence of effective communication on employee performance.

1.5.2 Practical Benefit

Practically, to the company, the results of this study are expected:

1. To be input for Grand Mercure Medan Angkasa Hotel especially in decision making to determine company policy.
2. Helping Grand Mercure Hotel solve its problems, increase sales and attract customers to stay at Grand Mercure Medan Angkasa Hotel Medan.
3. And for others this research is also expected to assist other parties in presenting information to conduct similar research.

1.6 Systems Of Writing

In the systematics of writing, the author will briefly describe the chapter by chapter in sequence. The order of writing the chapter to be presented is as follows

Chapter I : Introduction

It is the outline, the direction of purpose, and the encouraging research grounds the authors do research and include: Background of the study, Problem limitation, Problem formulation, Objective of the research, Benefit of the research (Theoretical and Practical benefit) and Systems of writing

Chapter II : Literature Review and Hypothesis Development

Explaining further about the theory, which cover:
Theoretical background, Previous research, Hypothesis
Development, Research model and Framework of thinking

Chapter III : Research Methodology

Describe about: Research design, Population and sample,
Data collection method, Operational variable definition
and variable measurement, Data analysis method.

Chapter IV : Data Analysis and Discussion

Describe about: General view of “Research Object”, Data
analysis (Descriptive statistic, Result of data quality
testing and Result of the hypothesis testing), Discussion

Chapter V : Conclusion

Describe about: Conclusion, Implication and
Recommendation

