

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Study**

The hotel is an accommodation service business that is contained therein elements of service, comfort, and lodging facilities needed for those who want lodging facilities for family and vacation purposes. Business in the hotel sector is very promising, so many entrepreneurs are opening hotel business services. The hotel business which is engaged in accommodation accommodation is also the same as other industries.

One important aspect in winning the competition is human resources as human resources (HR) is one of the important assets in organization that can drive other resources. In addition, the success of food and beverage industry also depend on service quality performed by the employees, beside the taste of the foods.

According Umam (2016), basically, performance is a key factor in developing an organization effectively and efficiently due to better policies or programs on the existing human resources in the organization. Communication affects employee performance. Individual performance appraisal is very useful for the dynamics of overall organizational growth. performance portrays a systematic description of the relevance of work to the strengths and weaknesses of the individual or group.

Employees performance Aryaduta Hotel Medan which is reflected from an error rate of work increases as complete a job that is not in accordance with the directives of superiors. This is caused by poor communication caused by equipment that is less supportive due to the occurrence of the damage but in the not repair so that the number of communication equipment experiencing such as the office phone. In addition to problems of communication that has not been either caused by the language used, such as using the English language. It is caused because of the boss who comes from abroad, so have yet to master the indonesian language is good and right so what is directed to some employees less appropriate.

According to Robbin and Coulter (2018), better organizational communication will reduce stress due to work ambiguity. Likewise, a performance planning program. In an organization not only requires good communication so that the goals of the organization can be achieved, but a good working relationship is also needed between superiors and subordinates. But in organizations conflicts also often occur between individuals, between groups, and between individuals and groups. Conflicts that occur within an organization is very influential on the decline in employee performance, so that it can lead to not achieving organizational goals.

In carrying out work, employees are not free from communication with fellow colleagues, with superiors and with subordinates. Through communication, employees can ask guidance from superiors regarding work performance.

Through communication also employees can cooperate with each other. Communication is a transfer of meaning and understanding of meaning to others in the form of symbols, symbols, or certain languages so that people who receive information understand the purpose of the information.

Communication that exists in this company is still not good. Where many employees complain about messages or tasks from superiors that are unclear and not yet understood by many employees who receive messages or jobs to improve the work of the employees. Also in this company the language used is quite diverse so that misunderstandings often occur among employees.

From the description that has been there before, it encourages researchers to discuss in the thesis under the title "**Effect of Communication on Employee Performance at Aryaduta Hotel Medan.**"

## **1.2 Problem Limitation**

Due to limitation of time and budget, this research will be limited on the discussion about the relation of Communication on Employee Performance at Aryaduta Hotel Medan. This research is also limited based on researcher's knowledge and findings. It is also limited at Aryaduta Hotel Medan, having its address at Jl. Kaptan Maulana Lubis No.8

## **1.3 Problem Formulation**

Based on the observation that is done by the writer during the research at Aryaduta Hotel Medan, the writer finds several problems being faced, which are:

1. How is condition for communication at Aryaduta Hotel Medan?

2. How is condition for employee performance at Aryaduta Hotel Medan?
3. Does communication have an influence on employee performance at Aryaduta Hotel Medan?

#### **1.4 Objective of the Research**

The objectives of the research are as follows:

1. To analyze the work communication of employees at the Aryaduta Hotel Medan company.
2. To find out the employee's performance towards the development of Aryaduta Hotel Medan
3. To test the effect of communication on employee performance at Aryaduta Hotel Medan.

#### **1.5 Benefits pf Research**

From doing this research, the company will know how to Aryaduta Hotel Medan the employee to give the best performance. If the worker can give the best, so the performance of worker or service will be better.

##### **1.5.1 Theoritical Benefit**

The Practical aspect and uses of theoretical study. The research on the management can help student to better understand the problem that the company is facing and this information might solve the company's problem and allow researchers to achieve their academic mission.

### 1.5.2 Pratical Benefit

a. Writer

This research study can enrich knowledge related to communication management and performance.

b. Company

Hopefully this research can be a successful aid for to the company to motivate employees and reach their potential growth.

c. Future Researchers

Hopefully this information can as a knowledge for future researchers to inspire them and help in difficulties of their studies.

