

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Study

A company is a place where the production of goods or services takes place. In a company, all production factors come together starting from labor, capital, natural resources, and so on. In another definition, a company is an institution or organization that provides goods or services for sale to the public with the aim of making a profit or gain. In a company's operating system, human resource potential is essentially a form of capital and plays the most important role in achieving company goals. Human Resources (HR) is one of the factors that is very important or even cannot be separated from both an institution and a company. Basically, human resources are people who are employed in a company as planners and implementers as drivers to achieve the company's goals.

Human resources are a crucial aspect to support the company's achievements so that it is able to survive in today's intense competition between companies. In this case, human resources are used as a very important part of management in determining the success, development and progress of the company in realizing its existence. Many organizations realize that the human element in an organization can provide a competitive advantage. Therefore, human resources are one of the most important elements for an organization.

There are two reasons, the first is human resources design and produce products or services that be offered to the public, monitor quality, market products

or services, allocate financial resources that are well structured based on predetermined plans and determine all organizational goals and strategies. Second, human resources are the main part for an organization or company to achieve development and progress in running its business. The role of human resources in an organization is a very important determinant of the effectiveness and success of the organization in achieving its goals. The success of an employee in a field of work is determined by various things, one of which is the employee's productivity in carrying out every job given to him.

Productivity is generally defined as the relationship between output (goods or services) and input (labor, materials, money). Productivity is a measure of productive efficiency. A comparison between output results and input. Input is often limited to labor, while output is measured in physical units, form, and value. Conceptually, productivity is the relationship between an organization's output or results and the required input.

Work-life balance has a concept that contains the understanding that a person's life outside of work is also as important as life at work, which means that time spent must be balanced between work and outside of work. Several things such as spending time with family, getting enough sleep, as well as pursuing hobbies and exercising are some activities that are not related to work. However, these are the things that encourage employee productivity levels. Work life balance is a condition where an employee or individual tries to create a balance between work and personal life. However, there will always be consequences that must be accepted when trying to balance everything. It could have an impact on psychological

conditions and physical conditions that are tired because you are always trying to balance the two conditions.

Based on the authors preliminary research he found out that employees who work there do not get the desired holiday rights, which can be seen in the diagram below:



Based on the above diagram it shows that employee didn't receive the desired holiday rights with the amount of 52.3%. According to Brought et al (2014) cited by Shu and Edward. (2023) the indicators of work life balance are about balancing between work and non work activities. There for the employees of bulgari resort didn't experienced work life balance.

The importance of employees who are always productive at work and also act as drivers of all operational activities is certainly a consideration for all entrepreneurs, especially for businesses operating in the hospitality sector, such as hotels, where employees are at the forefront of providing services to all visitors and are the main indicator for the company's success. There are many hotels in Indonesia today, one of which is Bvlgari Resort Bali.

Bvlgari Resort Bali itself has a unique design compared to other Bvlgari properties. The design used was the result of a design by Antonio Citterio and Patricia Viel where they combined typical Italian architectural designs with traditional Balinese architectural designs. The location of Bvlgari Resort Bali itself is very special, located 150 meters above the cliffs of Uluwatu Beach. This hotel has a private inclinator for access to the private beach. This hotel is also the only hotel in Bali that can see the sunrise and sunset from the same location. Bvlgari Resort Bali is also unique compared to other hotels, in that this resort does not have an elevator, and does not have tall and large buildings like hotels in Bali. Bvlgari Resort Bali is a very exclusive resort where there are only 59 villas and 5 mansions spread across the Bvlgari Resort Bali property area.


In supporting the smooth operation of Bvlgari Resort Bali, every employee is required to always be productive at work and is expected to always experience development from time to time. Based on initial observations made, researchers found that the employees employed at Bvlgari Resort Bali as a whole do not have good work skills and cannot always act professionally in carrying out their work. Employees are also considered not to actively interact with visitors and also pay less attention to the visitors' needs and desires. Apart from that, the employees also always look lethargic and less enthusiastic in providing service or greeting all visitors, making visitors feel less happy and comfortable. Below are several reviews of visitor complaints regarding employee work productivity in serving visitors, which can be seen in the following picture:


← Bulgari Resort Bali

Overview Prices **Reviews** Location Phot

Anthony Simekens  
General Manager


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 **Fina Wahibatun Nisa** 1/5

6 months ago on  Google

Great hospitality? Haha bahkan satpam BCA is wayyyyyy much better than the staffs here. Arrogant and have no manner and ethic, bahkan sampe ngomongin orang di depannya langsung? Saranku, better ke resort lain yang lebih worth it!  
(Translated by Google)

Great hospitality? Haha even the BCA security guards are wayyyyyy much better than the staffs here. Arrogant and have no manners and ethics, even to the point of talking directly to people in front of you? My advice, it's better to go to another resort that is more worth it!

 **Trip.com Member** 1/5

a month ago

Service is average. Welcome everyone who comes to the store. After waiting for a long time, I was not given a glass of water. Bad review. The hotel is old and there is nothing fun or delicious around. It is not recommended to stay at Bulgari. It's better to go on vacation in the Maldives

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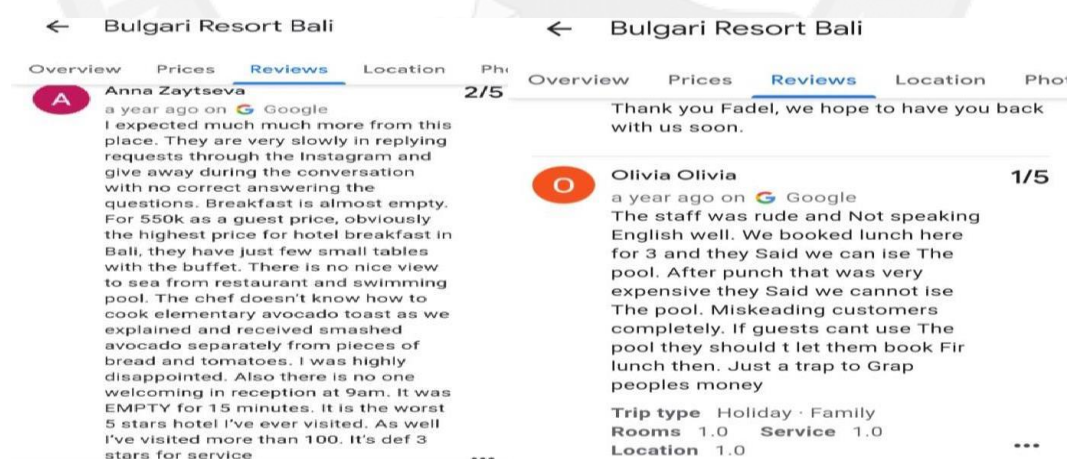
Sources: Google Review, 2024

**Figure 1.1. Consumer Review**

There are things that are known to influence employee work productivity at Bulgari Resort Bali, such as training and work-life balance. According to Adamy et.al.(2022), trained individuals are more likely to be skilled, knowledgeable, and proficient at their occupations than untrained employees. According to Sal (2016), the findings suggested that training and development were favorably connected, with a statistically significant association with employee performance and productivity. According to Wolor et.al,(2020), the findings of this study suggest that e-training, e-leadership, and work-life balance have a favorable effect on job motivation.

Even though the company divides work into several shifts so that employees do not feel stressed when working and always feel fresh in carrying out their work,

not all employees in the company have a standard working time of 8 hours because there are some employees who often work overtime because their work has not been completed so there is no impression that there are employees who feel tired or stressed with their work. Apart from that, the company is also unable to provide relief to each employee in the event of a freeze where employees cannot use the leave time provided by the company freely and must report first 1 month before the leave time is determined so that the company can seek replacement and the leave process is also considered enough to complete employees because they have to go through various administrative reporting processes. Employees also cannot freely choose work holidays according to the employee's wishes, namely 1 day off in one work week because it has been determined by the company. Furthermore, in terms of social support, employees who work in the company do not support each other and do not understand each other, which makes working conditions in the company less harmonious.



Sources: Google Review, 2024

**Figure 1.2. Consumer Review**

The lack of training provided by the company makes a number of visitors feel disappointed with the service provided by employees and makes them less

willing to return to visit because consumers feel that the amount of money they pay does not match the service they receive and what they expect. Based on the background study, the writer is interested to conduct research with the title: **“Employee Productivity as The Result of Training With The Moderation of Work Life Balance at Bvlgari Resort Bali.”**

## **1.2 Problem Limitation**

For the problem limitation, writer will focus on three variables which are training as independent variable, and employee productivity as dependent variable, and work life balance as moderation variable. This thesis aims to investigate on employee productivity as the result of training with the moderation of work life balance at Bvlgari Resort Bali. As for the location of the research will only limited in Bvlgari Resort Bali.

## **1.3 Problem Formulation**

Based on the description of the background of the problem above, there are identification problem in this study can be identified:

1. Does training have influence on employee productivity at Bvlgari Resort Bali positively?
2. Does work life balance strengthen the influence between training and employee productivity at Bvlgari Resort Bali positively?

## **1.4 Objective of the Research**

The objective of the research as follow:

1. To find out whether training has influence on employee productivity at Bvlgari Resort Bali positively.
2. To find out whether work life balance strengthens the influence between training and employee productivity at Bvlgari Resort Bali positively.

### **1.5 Benefit of the Research**

The benefit of the researches as follow:

#### **1. Theoretical Benefit**

##### **a. For Readers**

The result from this study can be proof for readers to know that training have effect toward employee productivity at Bvlgari Resort Bali with work life balance as moderation.

##### **b. For Writer**

The result from this study provide insight and experience as well as observations in a real life situation which is very useful for the writer in the future.

#### **2. Practical Benefit**

##### **a. For Bvlgari Resort Bali**

The researcher expects the result from this study could benefit the business to evaluate, and take the result as suggestion to know the effect of training toward employee productivity at Bvlgari Resort Bali with work life balance as moderation.

##### **b. For Writer**



The result from this study make the writer gain new experience and more knowledge about the importance of training toward employee productivity at Bvlgari Resort Bali with work life balance as moderation.

c. For Future Research

The researcher expects the result from this study could become a comparison for the future researchers who are interested of studying the same topic which is the influence of training toward employee productivity at Bvlgari Resort Bali with work life balance as moderation.

