

ANALYSIS OF EMPLOYEE JOB SATISFACTION FACTORS PT. DURABLE MEANS OF SUCCESS

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ABSTRACT

This research aims to find out the job satisfaction of employees of PT. Durable Means of Success, this type of research is descriptive research with a qualitative approach the type of data used is primary data and secondary data with data sourced from observations, interviews and documentation, informants in this study amounted to 5 people who are employees of PT. Durable Means of Success.

The results showed that job satisfaction can be seen that job satisfaction has been created well with five aspects, namely challenging work, salary or decent wages, promotion or career level, supportive working conditions and supportive coworkers.

Keywords: job satisfaction, employee, challenging work

INTRODUCTION

Companies that have been able to survive the competition and the intense economic crisis is not the company that has the best finances. However, in addition to financial factors, the company must have human resources that have good performance so that it can provide a good performance impact also for the company.

Human resources (HR) in this day and age is a company asset that must be maintained because HR is one of the factors supporting the success of the company. Failure in managing human resources can interfere with the achievement of company goals, both in performance, profit, and even the survival of the company itself [1].

In achieving the company's goals, human resources have a very important role, therefore the company must always pay attention to employee satisfaction and loyalty. Satisfied and loyal employees will make a great contribution to the achievement of the company's goals.

Human efforts to cooperate systematically in the sense of intentionally, planning and directed at one or more organizational goals, are difficult to trace their age or since when this activity began or began. That is, the development of the quality of existing and limited human resources will continue to be a serious and refined concern to achieve the idealized things of an organization or company.

Job satisfaction is an emotional attitude that is soothing and loving his work. Employee job satisfaction must be created as well as possible so that employee morale, dedication, love, and discipline increase. This attitude is reflected by work morals, discipline and work performance.

Job satisfaction is enjoyed in work, outside of work, and a combination of inside and outside work. Job satisfaction in work is enjoyed in work by obtaining praise of work results, placements, and treatment, equipment, and a good work environment atmosphere. Employees who prefer to enjoy job satisfaction in the job

will prioritize their work rather than reciprocate even though the return of services is important. Efforts are needed to optimize human resources to support the company's performance, and this should not be ignored. Because if the human resources in the company are good, then the process in the company will also be carried out properly.

Job satisfaction is essentially an individual thing. Each individual will have a different level of satisfaction in accordance with the system of values that apply in him. This is due to differences in each individual. The more aspects of the work that are in accordance with the individual's wishes, the higher the level of satisfaction felt, and vice versa [2].

By looking at this reality, the company must be able to analyze the quantity of HR management in order to improve the company's performance, and improve job satisfaction in the company's employees. Job satisfaction that grows in employees will make the employee willing to sacrifice for the sake of his company. A form of sacrifice that can be given in addition to overtime hours, employees will be willing to work hard without receiving a salary when the company is down. They will give all their energy and mind to the company. Employee job satisfaction can also affect the maximum form of consumer service so that consumer loyalty will also increase.

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Employees work to meet their needs, both physical and non-physical needs. If these needs are not met first, eating employee concentration will be disturbed and not concentrate in carrying out their duties. As a company that upholds high morals, the company should provide or meet the needs of employees within reasonable limits.

Overcoming a low level of job satisfaction is certainly an obligation for those who occupy the position of top management to always provide factors that can affect the level of job satisfaction of their employees, and provide solutions or solutions to these factors to provide and maintain the job satisfaction of their employees which will later have an impact on increasing loyalty and discipline of the employee to the organization or company where he or she is. work [3].

The field of human resource management plans the needs and utilization of human resources for the company, in addition to finding and obtaining human resources including recruitment, selection, and placement and labor contracts, developing human resources including labor orientation programs, education and training, maintaining human resources including intensive provision, employment guarantee and labor safety, awarding. In this case, managers need to find the best way to improve performance, job

satisfaction, commitment, involvement of people in the organization [4].

Job satisfaction is also something that must be taken seriously by superiors, because workers as a result of evaluation of their characteristics. Work requires interaction with coworkers and superiors following organizational rules and policies, meeting working standards with working conditions. Job satisfaction has a significant effect on employee work, optimal work achievement in company employees [5].

The success of an organization is greatly influenced by the performance of its employees. Every organization or company will always strive to improve employee performance, in the hope that what the company's goals will achieve. One of the ways taken by the company in improving the performance of its employees, for example through education, training, proper compensation, motivating, and creating a conducive work environment and having discipline. Improved employee performance will bring progress for the company to be able to survive in a competitive business environment that is not stable. Therefore, efforts to improve employee performance are the most serious management challenges because the success to achieve the company's goals and survival depends on the quality of human resource performance in it.

PT. Durable Means Success is one of the customer good industries. PT. Durable Means of Success located on the road Prof. DR. Aloe Saboe no.85 A in dean RSU. Aloe Saboe Wongkaditi Village District North City of Gorontalo City. Pt. Awet Sarana Sukses was built in February 2005 and completed in December 2005. The choice of this land because it is not far from the center of Gorontalo City. The activities carried out by this company are distributors of general goods, agencies and wholesale trade.

Reward in the form of wages or salaries is one of the external rewards that a person can achieve through work activities. It can help organizations achieve these workers to work hard in an effort to achieve high performance. However, if the word arises dissatisfaction with it, then the rewards given can lead to strikes, complaints, non-entry of workers, cessation of workers working, and sometimes symptoms arise in the form of worsening mental and physical health. It must be admitted that rewards are a very complex thing that really needs to be considered.

The salary received by workers who work in a company is one of the factors that are important for the success of the company's path, in addition to several other factors. With wages and salaries, employees can meet their physical needs, social status, and egoistic so as to obtain job satisfaction from their positions.

Based on the initial observations made by researchers at the company there are problems related to the provision of salaries and wages such as employee salaries not paid on time that should be received per month now become three months.

Management is a typical process, consisting of the act of planning, organizing, movement, and controlling carried out to determine and achieve predetermined goals through the utilization of human resources and other resources [6].

Management is a unique process consisting of various actions of planning, organizing, mobilization, and control carried out to achieve predetermined targets through various natural resources, even humans [7].

Explaining that management is a science and art that regulates the process of utilizing human resources and other resources effectively to achieve a particular goal [8].

The goal of human resources is to improve the productive contribution of labor to organizations in a way that is strategically, ethically and socially responsible. The goal of human resource management is to optimize the usefulness of all workers in a company or organization. In this context, productivity is interpreted as the ratio of output (output) of a company to its inputs (inputs) be it human, raw material capital, energy and others. Meanwhile, the specific goal of human resource management is to help functional managers or line managers manage all workers in a more effective way [9].

There are 5 functions that affect each other. Such functions include planning, organizing, placement, direction, and supervision. Without one of these functions it is not impossible that management activities will end up not according to plan or purpose [10].

To understand the understanding of human resources (HR) needs to be distinguished between the understanding macro and micro, understanding human resources macro is all humans as residents or citizens of a country or within certain territorial boundaries that have entered the age of the labor force, both those who have and have not obtained a job. Besides micro human resources means the population is in productive age, although for various reasons or problems there are still those who are not productive because they have not entered the jobs that can be in the community [10].

Human resources is one element of input that will later be converted into output which means human resources as managers of everything in the form of goods or services in an organization or company to achieve the goal [11].

Job satisfaction is a common attitude towards one's work as the difference between the number of rewards that workers receive and the many rewards

that are believed to be received. Job satisfaction is an important thing that individuals have at work. Each individual worker has different characteristics, so the level of job satisfaction also varies the high low job satisfaction can have an impact that is not the same [12].

Job satisfaction is a pleasant or unpleasant emotional state for workers looking at their work. Job satisfaction reflects people's feelings about their work. Job satisfaction is the worker's feelings towards his work, whether happy or happy or unhappy or unhappy as a result of the worker's interaction with his work environment or as a perception of mental attitude, as well as the result of the worker's assessment of his work. The worker's feelings towards his work reflect his attitude and behavior at work.

Factors related to an individual are factors that originate within the individual, which distinguish between one individual and another. The factors of the individual self that affect the level of job satisfaction are as follows:

- 1) Personality, is the most difficult aspect to change by organizations and managers in a short period of time. Personality in this case is the way individuals think, behave, and have feelings. Personality is the first determinant that expresses an individual's feelings and thoughts toward his or her job and the job satisfaction that the individual feels.
- 2) The values that individuals have, Values have an influence on job satisfaction because they can reflect the beliefs of workers about the results of the job and the way a person behaves in his work. For example, individuals who have a high value on the nature of work tend to have a high level of job satisfaction compared to individuals who do not have that value.
- 3) Social and cultural influences Attitudes and behaviors, Social, cultural attitudes

of individuals are strongly influenced by the surrounding environment, including the influence of others and certain groups. Individuals who come from families that have a high level of living well-being tend to feel dissatisfied with jobs that have low incomes or salaries and do not conform to their standard of living.

RESEARCH METHODS

This research uses a qualitative approach, where problems relate to humans that are fundamentally dependent on observation. Qualitative research is research that intends to understand phenomena about what is experienced by the subject of research, e.g. behavior, perception, motivation, action, etc. holistically by means of descriptions in the form of words and language in a special context that is natural and by utilizing various scientific methods [13].

Descriptive research methods are methods of examining the status of a group of manusia, an object, a set of conditions, a system of thought or a class of events in the present" Therefore, the emphasis of the background of the structure and the individual as a whole that descriptively describes the state of the research object based on facts that appear or as is to find certain problems carefully, as well as with descriptive methods that seek to understand problems based on facts on the ground [14].

In qualitative data analysis is done in an interactive way and takes place continuously until complete, so that the data is saturated. Activities in data analysis can be done by showing the stages of Data Reduction, Data Presentation, Conclusion and Verification [15].

RESEARCH RESULTS

In this case that becomes the point in the discussion of the researcher's characteristics of informants, and further

classified from the results of the study. The characteristic table of informants amounting to 5 people, consisting of Mr. Yan Christanto as Branch Manager, Mr. Fatra Tamrin as Marketing Support, Mrs. Sri W as Cashier, and Mr. Adrianto Husain and Mr. Jeffri Adam as Sales.

Job satisfaction is a form of a person's feelings towards his work, work situation and relationship with colleagues. Thus job satisfaction is an important aspect that must be owned by an employee, they can interact with his work environment so that the work can be carried out properly in accordance with the company's goals.

Companies engaged in the distribution of general goods, agency and wholesale trade are currently industries with very dynamic characteristics, have rapid changes, and require a high level of adaptation. The head of PT Awet Sarana Sukses realizes very well that this industry indeed requires all companies to be able to continue to adapt to rapid changes.

Satisfaction with challenging work is a reflection of the employee's sense of current assigned work conditions. A person's relationship with his work is an important thing that must be considered because it can affect the success or failure of the individual concerned in carrying out his work. The compatibility between him and himself affects job satisfaction.

Employees tend to like jobs that give them the opportunity to use their skills, abilities, and offer tasks, freedom, and feedback about their hard work on the task. These characteristics make work mentally challenging. In conditions of moderate challenge, most employees will experience pleasure and satisfaction at work.

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Job Satisfaction and job loyalty to the perpetrators of citizenship organizations, Garut. Employee behavior that exceeds a required role that is not directly recognized by the formal reward system is a choice behavior that is not part of an employee's formal work obligations, but supports the effective functioning of the organization.

Proper salary or wages, financial compensation and financial compensation received by employees is more than enough, the sources said that the company in addition to providing financial compensation also provides office facilities that make them comfortable. Providing compensation to employees can increase job satisfaction. The benefits provided by the company are fixed allowances and not fixed allowances. Fixed benefits include office benefits and working life allowances. Benefits that are not fixed are the meal allowance, attendance allowance and Holiday allowance. In addition, the company also provides BPJS programs including health

insurance, occupational accident guarantee, death guarantee, and old age guarantee.

Salary or wages are one of the most frequently asked employment topics by workers. Salary or wage is the basic reward paid to workers according to the level or type of work of magnitude stipulated by agreement. With the salaries and wages of employees can meet their physical needs, social status, and egoistic so as to get job satisfaction from their positions.

Supportive Working Conditions, job satisfaction is basically an individual level of satisfaction between individuals who are one and the other so different according to the values that apply to each individual. The success of the company in managing human resources is indicated by the job satisfaction of its employees, increased performance and the achievement of company goals. All employees consider the working conditions of this company is very supportive of them to work.

All employees in their duties feel that the level of synergy with has been going well. Coordination, communication with superiors and technical teams is considered to be going very well. Two-way communication between superiors and staff becomes an important point for employees to perform optimally. Companies provide all the facilities they need to perform their tasks.

Working conditions are everything around workers that can affect themselves in carrying out the tasks charged. So here it can be said that the understanding of working conditions is a condition where employees work, then it is natural for the company to prepare the right working conditions so that employees can work well.

Supportive Coworkers, coworkers are people who help succeed in not doing work. Satisfaction with coworkers is the

employee's sense of coworkers, including how intelligence and responsibility his colleagues have and how he relates to his co-workers. The behavior of all workers encourages the growth of satisfaction if each other is mutual understanding, respect, tolerance, respect for sacrifice and the role given by each company employee. Employees at work also fill the need for social interaction, if employees have friendly and supportive coworkers will certainly be able to increase job satisfaction so that employees feel comfortable working and less likely to stop working.

Personality Suitability with Work, company employees consider that what the duties as employees of the company have been well explained by the company. Employee job satisfaction has consequences not only for employees but also for coworkers, managers, groups, teams, and the organization as a whole. In fact, people whose personality type is the same as the job they put in should have the right talent and ability to meet the demands of their work. Thus it will be more likely to succeed at the job, and more likely to achieve high job satisfaction from the job undertaken. Working conditions have a simple effect on job satisfaction. If the working conditions are good employees will find it easier to do the job. Employees who care about a good environment for comfort with adequate facilities make it easier for employees to do good tasks.

CONCLUSION

Based on the results of the discussions that have been described above, it is concluded as follows:

1. The work it self (Interesting work), having a good response, this is seen from employees who feel attractive with the work they are currently doing, which must be in direct contact with others so as to make their own attraction for people who work.

2. Pay (salary or fair wage), having a good response, the salary given to all employees as a whole can be said to be on time. But there is still dissatisfaction experienced by employees between salaries with the level of difficulty, work done and employee expectations. Some people argue that salary or wages are a major factor for the onset of job satisfaction.
3. Promotion, having a good response, most employees agree the promotion is based on the performance of the employee, not based on others. So that sapat employees continue to strive to provide good performance so that they can be promoted, but some employees do not yet have the desire to rise to the position.
4. Work Group (supportive co-workers), having a good response, the working relationship has its own advantages because of the good relationships that are established not only between fellow employees but divisional antat. Dengn feels the comfort of growing up with colleagues, it is expected that employees do not feel burdened with their work, because they can interact socially. Coworkers who feel confident that other coworkers will help if there are other colleagues who have difficulty in completing their work.
5. Work Condition (Working conditions) have a good response, employees are quite comfortable with their workspace, employees are also satisfied with the working hours regulations of PT. Awet Sarana Sukses also provides facilities to support employees and also meet the work facilities needed to support employee work.

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