

CHAPTER I

INTRODUCTION

1.1 Background of the Study

The achievement of organizational goals is inseparable from the contribution of human resources. Employee satisfaction has been a critical area of research among industrial and psychologists. It is essential to know the level of job satisfaction at work for many reasons, and job satisfaction results affect both the workers and the company. From the workers' point of view, it is evident that employees like to be treated fairly. It could reflect good treatment if workers feel respected and satisfied at work. According to Smith *et al.* (2020), from the organization's point of view, job satisfaction can lead to better workers' performance, which affects the company's results. In a previous study by Paais M & Attiruhu (2020), the behavior of employees helps the company to be successful is happen when the employees are well motivated and feel committed to the organization and when the job gives them a high level of satisfaction.

While the rewards system and job satisfaction of employees nowadays are the problem of every company. Every company must find a good and qualified Human Resources department to organize the work to achieve the organizational goals, allowing the company to rise to a new level. According to Nguyen *et al.* (2021), effective business is difficult to imagine without the teamwork of professionals, which is impossible without a good reward and motivation system. In short, an inadequate pay and recognition program detracts from employee happiness.

This study attempts to determine the job satisfaction of one of the good companies at PT Bedahulu Bali Wisata Tour and Travel. PT Bedahulu Bali Wisata Tour and Travel is a company with potential business. The business of tourism is very beneficial but also burdens employees with a high risk of responsibility and good quality of service that would enhance the company's reputation.

Table 1. 1
Turnover Intention at PT Bedahulu Bali Wisata Tour and Travel

Year	Full Employee	Percentage
2018	82	0
2019	75	-9%
2020	50	-33%
2021	30	-40%
2022	40	33%

The problem at PT Bedahulu Bali Wisata Tour and Travel for the past five years is the number of turnover intentions among employees. According to the data in table 1 above, the percentage of employee turnover intention in 2021 increased by -40%. The number of declines in 2021 was quite significant. The researcher interviewed Ibu Ni Luh Putu Nopianti, the head of the human resources department, who has been working with the company since 2013. The interview was conducted online via Zoom meeting and asked several questions regarding employee satisfaction and the work environment that might affect employee satisfaction. The interview results found several causes of the high turnover rate, including unsatisfactory salary, the owner who decided to change the work schedule unilaterally, poor communication, and monotonous work that propelled some employees to resign, proving the existence of employee dissatisfaction with work.

Based on these problems, this study will analyze the effect of rewards and recognition, satisfaction with supervision, and the work itself on job satisfaction at PT Bedahulu Bali Wisata Tour and Travel.

1.2 The Statement of the Problem

The research questions and hypotheses that guided the study were as follows:

1. Does the factor of rewards and recognition has an effect on job satisfaction at PT Bedahulu Bali Wisata Tour and Travel?
2. Does the factor of satisfaction with supervision has an effect on job satisfaction at PT Bedahulu Bali Wisata Tour and Travel?
3. Does the factor of work itself has an effect job satisfaction at PT Bedahulu Bali Wisata Tour and Travel?

1.3 Research Purpose

Based on the formulation of the above problem, the purpose of this research is as follows:

1. To analyze impact of rewards and recognition on job satisfaction at PT Bedahulu Bali Wisata Tour and Travel.
2. To analyze impact of satisfaction with supervision on job satisfaction at PT Bedahulu Bali Wisata Tour and Travel.
3. To analyze impact of the work itself on job satisfaction at PT Bedahulu Bali Wisata Tour and Travel.

1.4 Problem Limitation

The issues raised in thesis are too broad to be thoroughly researched. As a result, to keep the discussion from becoming too broad, the researcher limits the discussion in this study is as follow:

1. Discover how PT Bedahulu Bali Wisata Tour and Travel overcame turnover intention in Bali area.
2. Rewards and Recognition variables, satisfaction with supervision, and the work itself on job satisfaction were observed variable.
3. Observed respondents were all employees of PT Bedahulu Bali Wisata Tour and Travel in Bali area.

1.5 Benefits of Research

1. For the Company

Information and input materials analyzed during the job satisfaction and motivation research within PT. Bedahulu Bali Wisata Tour and Travel will put to good use in maintaining and improving the quality of the company.

2. For Academics

This research is expected to be a reference material for learning in the field of human resource management.

3. For the Next Researcher

This research can be used as a reference for the next researcher so that they can further improve their learning and research findings.

1.6 Systematics of Writing

This research consists of five chapters, and each chapter is composed of several sub-chapters. The systematics are as follows:

Chapter I is an introduction that includes, among others: a) beginning with explaining the background of the problem, b) the formulation of the problem formulated into three questions that are sought for answers in this study, d) research objectives, e) research benefits, and f) the last systematic writing.

Chapter II there is a literature study or theoretical foundation. This chapter outlines the explanation of the theories used to analyze the problems in this thesis.

Chapter III deals about research methods that seek to reveal the ways in this research include a) types and approaches of research, b) research locations, c) subjects and research objects, d) data sources, e) data collection techniques, f) data validity testing, g) data analysis techniques.

Chapter IV in this thesis discusses the results of research and discussion.

Chapter V is the closing chapter or the last chapter of the previous chapters consisting of a) conclusion, this conclusion is the answer to the formulation of the problem in the preliminary chapter and b) constructive suggestions with the expectation of what is studied in this study.