

# CHAPTER I

## INTRODUCTION

### I.1 BACKGROUND

In the era of modernization, technology and knowledge grow quickly. Many companies use robotic machine to replace the workers, but it does not mean that the companies do not need the workers anymore because they are still the important components of the success or failure of firm operating in global markets. That is why companies need people, who can operate the technology.

The quality of company can be determined from the factors of human resources that company have, but usually company has problem that is how to make the employee become more effective. Employees play an important role to increase productivity, because of that they are the main assets for company.

Productivity has a tight relation with the growth of some countries. Productivity is the main indicator to determine the economic conditions in some countries. The way to increase the growth of the economic is by increasing the productivity. Recently complex and dynamic environments force managers to search for structures that meet their companies' need for productivity and competitive advantage.

Managers are the key to the success of company. They must accept and positively respond to complex challengers of changing world and also

managers are expected to create work environments within which people can achieve high performance not only as individual. Managers are expected to use new way to achieve productivity under the new and dynamic conditions, they are also expected to create high quality work live environments that respect diversity and individual differences. Because of diversity and individual differences, if managers did not clearly understand what people want from work, the problems that could happened are demonstration, act of damaging, etc. The effect does not only harm the name of the company but also the objective of company to increase productivity cannot achieve. Here, Maslow's ideas are very helpful for understanding the needs of people work and for determining what can be done to satisfy them.

Actually, the problem above can also be solved if the managers understand what people want and needs, and for that company needs some comprehensions about what is the dominant want of employee, so company can motivate the workers by giving what they want and needs.

As the process of giving motivation for employee is very important to increase the company's productivity, the manager should do something to influence and drive the workers which will increase their work productivity. Company can make some programs to employee like the training and development program. The purpose of that program is to increase the ability of employee to do the job. Obviously, people give big contribution for the company to increase the productivity. Based on those reasons explained above, this thesis is about: **"Analysis on the Influence of Motivation to the**

**Work Productivity of Employee at SUPER S. A. Roof-Tile Company,  
Jatiwangi, Cirebon”.**

## **I.2 PROBLEM IDENTIFICATION**

The explanation above tells us that motivation has an important role in increasing productivity, so that is why this is very important for manager to give attention about this problem, because motivation is the complicated problem in organization.

## **I.3 PROBLEM FORMULATION**

After identifying the problem, the researcher can formulated it as follow:

- a. What kind of motivation that influences the work productivity of employee?
- b. What motivation factors that give bigger contribution in increasing productivity?
- c. How is the correlation between motivation and productivity?

#### **I.4 LIMITATION OF RESEARCH AREA**

This research will primarily focus on:

- a. The influence of motivation to the work productivity of employee
- b. The contribution of each motivation factors to the work productivity in order to know which one gives bigger contribution
- c. The correlation between motivation and work productivity

#### **I.5 RESEARCH OBJECTIVE**

The objectives of this research are:

- a. To find out the influence of motivation in Roof Tile Company “SUPER S. A.” which increases the work productivity of employees and decide which one of them that is more efficient
- b. To find out the contribution of each motivation factor to the work productivity at Roof Tile Company “SUPER S. A.” in order to know which one gives bigger contribution
- c. To know the correlation between motivation and work productivity

## **I.6 RESEARCH CONTRIBUTION**

The benefits that can be taken from this research are as follow:

### **I.6.1 For societies:**

The result of the research can help the society, which need information about the influence of motivation, their contribution to the productivity and the correlation between both of them

### **I.6.2 For the company:**

The company can use the result of the research to judge the motivation factor that has been used and as an input or consideration for the company to determine the companion in order to improve the performance

### **I.6.3 For the researcher:**

This research can help the researcher to understand and apply the theories of Human Resources Management especially about the motivation that the researcher has studied in college. It is also as an academic requisition in order to reach Bachelor of Economics degree from Islamic University of Indonesia

## I.7 DEFINITION OF TERM

In order to avoid misunderstanding about the definitions, therefore the researcher gives some definitions bellows

- a. Employee is a person who is employed. The employee is the most vital of all resources.
- b. Motivation is a force that result from an individual's desire to satisfy these needs (Wayne F. Cascio, 1992: 410). In this thesis researcher used Abraham Maslow's theory of human needs, according to his hierarchy of human needs, lower order needs include physiological, safety and social concern, and higher order needs include esteem and self-actualisation concerns.
- c. Productivity is a summary measure of the quantity and quality of work performance, with resource utilization considered (Schemerhorn, 1996: 6). The more productivity an in an industry, the better is competitive position because its unit cost are lower, improving productivity it doesn't mean increasing production through the addition of resources but simply means getting more out of what is put.
- d. Correlation between variables is to know how tight the relation between one variable to the others. Here we find correlation between motivation and work productivity of employee.