The Effect of Characteristic of the Employer and Reward Towards Job Satisfaction in Takemee Restaurant Surabaya

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Abstract. In every business including the food and beverage service business, employee plays an important part in the running of the daily activities in a company. Therefore it is very important that a company tries its hardest in retaining its employees. A bad employee retention effort will cause a job dissatisfaction in an employee and in turn will cause a short employment period. From the data that was gathered in Takemee Surabaya, it can be seen that there are a lot of employees who quit after working for less than a year. This short period of employment is an indication of job dissatisfaction. There are several retention efforts that can be done by a company to retain their employee, but since the object of this research is a family owned small scale business, therefore it only has characteristic of the employer and reward as its retention effort. Thus the aim of this research is to understand whether characteristic of the employer and reward has an effect towards the employee’s job satisfaction. This research is a quantitative research which uses multiple regression analysis as its research method. The population of this research is Takemee’s employees. This research uses a purposive sampling method therefore the sample of this research is all 33 employees from Takemee. The primary data was taken from a questionnaire that uses 5-point Likert scale and was taken on February 2018 while the secondary data is taken from books and other literary resources. This research uses SPSS 16 as a tool to process all the data from the respondents and the result of this research state that both characteristic of the employer and job satisfaction have a significant effect partially towards job satisfaction in Takemee.

Keywords: employee retention effort, characteristic of the employer, reward, job satisfaction

I. INTRODUCTION

Indonesia is considered as one of the most populated country, with the total population estimated around 261,890,900 people (Indonesia Statistics Bureau, 2018). There are several major urban areas in Indonesia, these urban areas are: Jakarta, Surabaya, Bandung, Medan and Semarang. Surabaya is the second most populated city in Indonesia. Based on the data that was taken from Indonesia’s Statistic Bureau (BPS) the total population of Surabaya grow on average 2.993% per year since 2010 until 2013. Thus it can be concluded that Surabaya is experiencing quite a significant growth in its population. Since food is one of the most basic human need, the growth of population in here means that there are more demand of food. This statement is supported by the data that was taken from BPS which stated that the amount of money which was spent on food in a monthly basis by the Indonesian people has increased by 9.89% from IDR 319,145 in 2012 to IDR 429,746 in 2013 (Surabaya Statistics Bureau, 2015). This increase in the demand of