

CHAPTER I

INTRODUCTION

1.1 RESEARCH OBJECTIVE OVERVIEW

1.1.1 Profile of PT. Telekomunikasi Indonesia

PT. Telekomunikasi Indonesia, Tbk is one of the largest telecommunications services company in Indonesia. Their business portfolio are Telecommunication, Information, Media, Edutainment, and Services.

1.1.2 Vision and Mission PT Telekomunikasi Indonesia

Vision: To become a leading Telecommunication, Information, Media, Edutainment and Services (“TIIMES”) player in the region.

Mission:

1. To provide “more or less” TIMES services.
2. To be the role model as the best managed corporation in Indonesia



Figure 1.1 Logo of PT. Telekomunikasi Indonesia, Tbk

(Source: <http://www.telkom.co.id/>,2015)

1.1.3 IndiHome Fiber

Telkom launched IndiHome Fiber in 19th December 2014 to replace Speedy. IndiHome Fiber is a triple play of telecoms services consisting of home phone, internet on fiber or high speed internet and cable UseeTV (IP TV) along with some additional features such as INDIHome View, melon and Trend Micro Internet Security

1. Home Phone

Telephone communication services with the advantages of lower cost with clear voice quality. INDIHome home phone plan offers 1000 minutes FREE call local or long-distance

2. Internet on Fiber or High Speed Internet

High speed Internet services using fiber optics from Telkom Indonesia, which has the advantage:

- Faster

Fiber optics is able to transfer data (bandwidth) to hundreds of Mbps (much faster than coaxial cable or copper).

3. More Stable

Speed optical fiber is much more stable than coax or copper at the time of sharing (internet access simultaneously).

4. More Reliable

Fiber optics are more resistant to weather conditions such as lightning strikes and electromagnetic interference than coaxial cable or copper. So that your computer becomes safer.

5. More sophisticated

Fiber optics is the technology and the latest advanced data Conductor used in fixed broadband services.

COAX ATAU COPPER		FIBER OPTIK	
Bandwidth	✓ Up to 5 Mbps	Bandwidth	✓ Up to 100 Mbps
Kestabilan	✗ Cukup stabil	Kestabilan	✓ Sangat stabil
Perawatan	✗ Perlu perawatan berkala	Perawatan	✓ Tidak perlu perawatan berkala
Ketahanan	✗ Terganggu gelombang elektromagnetik	Ketahanan	✓ Tidak terganggu gelombang elektromagnetik
Keamanan	✗ Tidak aman dari serangan Petir	Keamanan	✓ Aman dari serangan Petir

Figure 1.2 Differences Coax or Copper and Fiber Optik

Source : Telkom Website (2016)

6. USEETV Cable

Interactive television services and personalized Internet Protocol technology and equipped with superior features such as TV On Demand, Video On Demand, Pause & Rewind and Video Recorder



Figure 1.3 USEETV Cable Features

Source : Telkom Website (2016)

7. INDIHome View

INDIHome view is an innovative service to enjoy the live camera where users can access live and recorded video with the installation process is very easy to use Plug & Play IP-Cam via Gadget (Android or iOS).

8. Melon

Melon Indonesia is a digital music portal that provides music content from various genres of music both locally and overseas. (Visit www.melon.co.id for interesting information about your favorite song).

9. Trend Micro

Internet Security Service of telecom for Speedy customers with Trend Micro as a platform applications. Your computer will be protected from viruses, malware, spyware, spam, phishing and content worthy of the Internet so that data and application system free from the disorder.



Figure 1.4 IndiHome Fiber's Logo

Source : Telkom Website (2016)

1.1.4 Home Service Division Background

Home Service is a division of IndiHome Fiber, which has an important role in IndiHome. Home Service responsible for the sales of all IndiHome product. This division should be supported with good human resources since the objective of home service is to improve IndiHome prodduct sales in Bandung.

1.2 RESEARCH BACKGROUND

All organization want to be successful, even in current environment, which is highly competitive. Therefore, companies irrespective of size and market strive to retain the best employees, acknowledging their important role and influence on organizational effectiveness. In order to overcome these challenges, companies should create a strong and positive relationship with its employees and direct them towards task fulfillment. According to Dobre (2013:53) In order to achieve their goals and objectives, organizations develop strategies to compete highly competitive market and to increase their performance. Nevertheless, just a few organizations consider the human capital as being their asset, capable of leading them to success or if not managed properly, to decline. If the employees are not satisfied with their jobs and not motivated to fulfill their tasks and achieve their goals, the organization cannot attain success.

Today, organization can easily change their material, needs, goods and services to other organization, or to other countries. But the only one resource, which is not easily exchangeable, is human resources. So we can say that human resources is the very important or most competitive assets of any organization that cannot be exchangeable. Zameer *et al* (2014:293) explain that Human resources or human assets mean the workers or the employee of any organization.

According to Aziri (2013:1037), human resources generally considered to be one of the most important issues in managing nowadays business organizations. The

company can perform improving the quality of human resources performance by giving attention and encouragement in the form of work motivation to its employees.

There are still some weaknesses of completing the monthly target since Home Service Division and IndiHome Fiber is still considered as new company and division that have been running only less than 2 years. For a company that has a very good vision should be supported with a good performance. According to Davaoudi (2013:136), job performance of employees is an important issue for any organization and refers to whether an employee does his job well or not. Job performance consist of behavior that employees do in their jobs that are relevant to the goals of the organization.

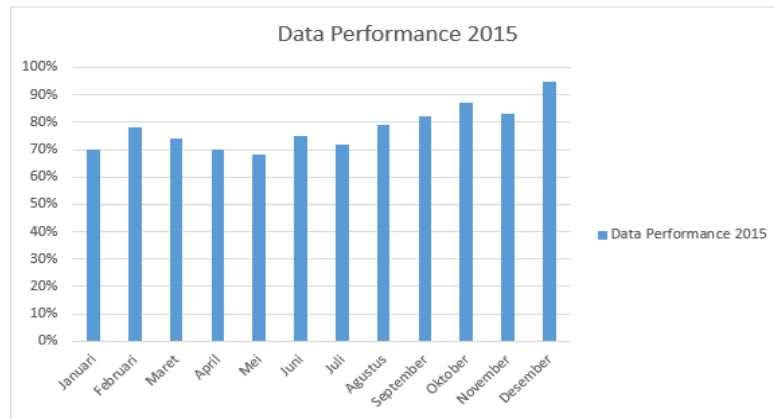
Here is the table of IndiHome users in Bandung and the data performance until end of the 2015 on the below.

Month	Total Users in Bandung
January	1,300
February	3,995
March	3,458
April	3,043
May	2,858
June	3,502
July	3,284
August	4,272
September	5,671
October	7,687
November	7,279

December	9,090
Total	55,466
Target	300.000

Table 1.1 IndiHome Users in Bandung

(Source: Telkom Jabar War Room WITEL Bandung)



Sources: Home Services Document

Figure 1.5: Data Performance of Home Service division in IndiHOME Bandung

Regarding to the table 1.1 and figure 1.5 above, there were some objectives that have been achieved but there were some objectives that have not been achieved as well. If we take a look from the table above, the users of IndiHOME is fluctuate but it keep increasing. Although on 2015, IndiHome’s target is to get 300.000 users at the end of the year. But they were only able to get 55,466 users at the end of the year and the sustainability of the performance was not running well because IndiHOME wants Home Services division can achieve more than 80%.in every single month.

By Looking at IndiHome users in Bandung that didn’t reach the target, it can be caused by its employee’s. Employees with high morale will be able to help the company achieve its goals. Employee morale and loyalty will be seen from how much

they are enjoying the job they are doing. They will give you the attention, imagination, and to devote all their creativity into his work. Therefore, to improve company's performance, the employees must start from the simple things such as giving attention to employees in the form of work motivation.

According to Tella (2007:1), an organization is effective to degree to which it achieves its goals. An effective organization will make sure that there is a spirit of cooperation and sense of commitment and satisfaction within the sphere of its influence. In order to make employees satisfied and committed to their jobs in academic and research libraries, there is need for strong and effective motivation at the various levels, department, and sections of the library.

According to Bartol and Martin (1998) in Dobre (2013:54) consider motivation a powerful tool that reinforces behavior and triggers the tendency to continue. In other words, motivation is an internal drive to satisfy an unsatisfied need and to achieve a certain goal. It is also a procedure that begins through a physiological or psychological need that stimulates a performance set by an objective. It is widely held view that in general, employees' value both intrinsic rewards and extrinsic rewards available in organizational settings.

Table 1.2

Percentage of Motivation Measurement on IndiHome Fiber

(pre-eliminary study report)

No	External Factors	Motivated	Unmotivated
1	Salary	9.6%	90.4%
2	Environment	40%	60%
3	Supervision	85%	15%
Internal Factors			
4	Passion	72.8%	27.2%
5	Attractive	100%	0%
6	Challenging	73.3%	26.7%

Source: Data Processed 2015

Based on the table 1.2 above, by looking on the internal factors, Passion reached the percentage 72.8%, attractive reach 100% and challenging reach 73.3% it mean there is no problem with the internal factors. Intrinsic factor (internal) is a factor that encourages the spirit to achieve higher performance. So the satisfaction of the needs of high-level (internal factor) allows someone to perform better than lower needs satisfaction (external factor). If we take look at external factors, salary and environment as extrinsic motivation became the main issue. It is showed from the table by looking on the external motivation, salary only reached the percentage 9.6% and the environment is 40% whereas the minimum target of the employees' motivation based on the manager is 50%. Lack of motivation can be considered as one of the reason Home Service division of IndiHome Fiber has not obtained their sustainability of their performance. For the success of any organization motivation play an important role. According to Chintallo & Mahedo (2013) in Zameer *et al* (2014:293), all organization encounters the matter of motivation whether they are in the public or private sector.

Salary and environment are the main reason that IndiHome Fiber has not achieved a sustainable performance.

According to Mawoli (2011:1), that fundamentally motivation is the process that leads to behavior, and this process cannot be directly measured or observed. Consequently, earlier researchers on motivation have identified various factors that could be applied in measuring motivation. In particular, Herzberg (1966) empirically identified satisfaction/no-satisfaction factors and dissatisfaction factors as the determinants of staff motivation and staff contentment at work respectively. Satisfaction/no-satisfaction related factors motivate and/or de-motivate workers, while dissatisfaction/no-dissatisfaction factors provide hygienic and conducive working environment or non-hygienic and non-conductive working environment, which could either eliminate or encourage workers' complaints about working conditions.

Some Writers have stated (Nobre et al., 011) in Androneceanu (2011:425), the fact that motivation is the main instrument, which can be used for a direct correlation between wages and the result obtained. According to the study that has been conducted related to job performance of design center, there are some targets that have not been achieve.

In other research Uju S., stated that there is a relationship between extrinsic motivation and employee performance in selected firm in Anambra State (2013:135). Researcher suggest to do the extrinsic reward in order to motivate their employee and increase the employee performance.

1.3 PROBLEM STATEMENT

Motivation always give a side impact to employees` performance. Many employees do not have any willingness to work if their external motivation and internal motivation do not support themselves. Performance is a benchmark for the success of the employees. If their motivation indicates any reduction, it will give a huge impact

towards the performance of the company. It means the motivation of the employees should be fulfilled continuously in order to keep the consistency of the company's performance. The decreasing of performance of employee in home service division in IndiHOME bandung might be affected by the unsatisfying of motivation factors (salary and environment) which is shown in the table above.

Based on the background explanation above, the author is interested in doing research with the title of "The Impact of Motivation Towards Job Performance in Home Service Division INDIHome Fiber Bandung"

1.4 RESEARCH QUESTION

Based on the problem statement above, there are some research question as follow:

1. How is employee's motivation in Home Service division INDIHome Fiber?
2. How is job performance in Home Service division INDIHome Fiber?
3. How is the impact of employee's motivation towards job performance in Home Service division INDIHome Fiber simultaneously and partially?

1.5 RESEARCH OBJECTIVES

1. To examine and analyze the motivation of workers in Home Service division INDIHome Fiber Bandung.
2. To examine and analyze the job performance of Home Service division INDIHome Fiber Bandung.
3. To examine and analyze the influence of motivation towards job performance in Home Service division INDIHome Fiber Bandung.

1.6 RESEARCH BENEFITS

1.6.1 Theoretical Aspect

1. Based on this study, the author can apply knowledge and theory that have been gathered since in the University.
2. The result of this study is expected to give a good contribution on developing management skill, in particularly on Human Resource Management.
3. The result of this study is expected to be a reference for other researchers.

1.6.2 Practical Aspect

1. The result of this study is expected to give a good advice for the company in motivating their employees in order to make their employees performance getting better.
2. Authors can compare the theories that have been gathered during the course with realization that occur in a company, as well as to increase knowledge about motivation and its influence on employee performance.
3. As an input or a reference and contribution in order to improve employee's performance to a better direction.

1.7 STUDY LIMITATION

This research requires a scope that aims to keep consistency purposes of research, so that the problem encountered are not widespread and more focused discussion.

Limitations in this study are:

1. Studied Company is Home Service division of INDIHome Fiber Bandung which is located in
2. The research object is the employee of Home Service Division in INDIHome Fiber Bandung.

3. This study is discussing about the impact of motivation towards Job Performance in Home Service division of INDIHome Fiber Bandung.
4. Motivation in these paper were Intrinsic and Extrinsic motivation

1.8 PAPER STRUCTURE

CHAPTER I INTRODUCTION

This chapter examines the background of the issue, problem identification, objective and benefit of the research, and also paper structure.

CHAPTER II LITERATURE RIVIEW

This chapter describes theoretical basis that are related to the research to support the problem solving process.

CHAPTER III RESEARCH METHODOLOGY

This chapter explains the research methodology approach, which is used in this paper, operational variable, data collection method population and sampling, and also data analysis.

CHAPTER IV RESEARCH ANALYSIS AND RESULT

This chapter analyzes the data off employees' satisfaction, and explain the result, which is to know the level, the relationship of employees' satisfaction and job performance, and the influence of the dimension on employee job performances.

CHAPTER V CONCLUSION

This chapter explains the conclusion of the research, input for companies and also advice for upcoming researchers.