

ANALYSIS OF EMPLOYEE JOB SATISFACTION AT PT. SIMA SAKTI AULIA

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Abstract

Purpose: This study aims to analyze employee job satisfaction at PT. Sima Sakti Aulia, a company operating in the travel and tourism industry. The research explores the key factors influencing job satisfaction and examines how these elements contribute to both individual and organizational performance.

Research Methodology: A qualitative research approach was employed, utilizing interviews and direct observations of an employee. The data collection process provided in-depth insights into various aspects of the work environment, including physical conditions, facilities, interpersonal relationships, and overall employee well-being. The qualitative nature of the research allowed for a comprehensive understanding of the subjective experiences and perceptions of employees.

Results: The findings indicate that employee job satisfaction at PT. Sima Sakti Aulia is significantly influenced by a range of factors. A positive work environment, including effective communication and mutual respect among coworkers, plays a critical role in fostering job satisfaction. Additionally, the company's provision of adequate facilities such as salaries above the minimum wage, health benefits, and incentive programs further enhances employee satisfaction. Furthermore, harmonious relationships among employees, coupled with opportunities for professional growth, contribute to a supportive workplace culture that encourages high levels of engagement and motivation.

Limitations: One limitation of this study is the reliance on a single employee interview, which may not fully represent the experiences of all employees within the company. The findings are based on qualitative data, which provides rich insights but may lack generalizability to a larger population. Future research could benefit from a broader sample size and more diverse perspectives from multiple employees within the organization.

Contribution: This research contributes to the understanding of employee job satisfaction within the tourism and travel industry, specifically in a company like PT. Sima Sakti Aulia. The study highlights the importance of addressing both physical and psychological factors in creating an optimal work environment. The results emphasize the role of adequate facilities, supportive relationships, and a positive work culture in enhancing employee motivation and organizational success. This study provides valuable insights for businesses aiming to improve employee satisfaction and, ultimately, organizational performance.

Keywords: *Job satisfaction, Work environment, Workplace facil*



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1. INTRODUCTION

PT SIMA SAKTI AULIA is a professional travel company with over 10 years of experience in the hospitality and tourism industry, both domestically and internationally. The company operates under the AHG Group. It specializes in providing inbound and outbound tourism services, covering a wide range of travel needs from regular leisure trips to specialized services such as halal tourism and Umrah trips. With a commitment to delivering the best service, PT SIMA SAKTI AULIA prioritizes customer comfort, safety, and satisfaction in every organized journey. The company has formed strategic partnerships with various hotels, airlines, and other tourism service providers to ensure customers receive high-quality travel experiences tailored to their needs.

The tourism industry is an ever-growing sector that plays a key role in global economic development, generating employment, creating infrastructure, and fostering cultural exchange. As one of the fastest-expanding industries worldwide, the demand for specialized travel services continues to rise. In this context, PT SIMA SAKTI AULIA has successfully positioned itself as a leader in the Indonesian tourism market by offering a range of services, including halal tourism and Umrah packages. With over a decade of experience, the company has earned a reputation for providing exceptional travel experiences, built on a commitment to customer satisfaction, comfort, and safety. The ability to stay competitive in this dynamic industry is not only dependent on offering quality services but also on the satisfaction of the employees who drive the company's operations.

Employee job satisfaction has long been recognized as a significant factor in organizational success. Satisfied employees are more likely to demonstrate high levels of motivation, commitment, and performance, all of which contribute to the achievement of business objectives. In the tourism sector, where customer service is at the core of the business, a motivated and satisfied workforce is crucial to delivering exceptional experiences for travelers. PT SIMA SAKTI AULIA's success depends not only on offering innovative travel packages but also on ensuring that its employees are engaged and happy in their roles, as this translates directly to the quality of service they provide. Understanding the factors that contribute to employee satisfaction and addressing them effectively is essential for the company to maintain its high standards and continue to grow in a competitive market.

This study focuses on assessing the level of employee job satisfaction at PT SIMA SAKTI AULIA. By analyzing various factors that influence employee well-being and work motivation, the research seeks to provide valuable insights into how the company can improve its workplace environment, enhance employee morale, and ultimately increase productivity. The relationship between employee satisfaction and performance is well-documented in the literature, with studies indicating that positive work experiences lead to better job performance, higher retention rates, and greater overall success for the organization. Therefore, this research aims to explore how employee satisfaction impacts PT SIMA SAKTI AULIA's business operations, and how the company can use this information to optimize its human resource practices and achieve long-term success.

As a pioneer in halal tourism, PT SIMA SAKTI AULIA recognizes the importance of preserving values and comfort for Muslim travelers by providing supporting facilities such as halal food options, prayer times, and destinations aligned with Islamic principles. Furthermore, the company also has a professional team experienced in managing Umrah trips, handling document processing and providing guidance on religious practices in the Holy Land. With a vision to become a leader in the innovative tourism industry focused on customer service, PT SIMA SAKTI AULIA continues to innovate by offering appealing travel packages tailored to individual or group needs. The use of the latest technology and a competent team make the company a trusted travel partner for tourists from various backgrounds.

According to Ery (2019), employee job satisfaction is the moral motivation, discipline, and work performance of employees that supports the achievement of a company's goals. Job satisfaction is a situational condition that can be either pleasant or unpleasant, and it reflects how employees perceive their work. According to Derry (2020), job satisfaction has a significant positive effect on employee performance. This view aligns with research conducted by Rahadian and Tony Nawawi (2020), which states that there is a significant positive influence between job satisfaction and employee performance.

The tourism industry plays a crucial role in driving economic growth, particularly in countries with significant cultural and natural attractions. In Indonesia, PT SIMA SAKTI AULIA has successfully capitalized on the increasing demand for specialized travel services, including halal tourism and religious travel such as Umrah. With the company's extensive experience in both domestic and international markets, it has earned a reputation as a reliable partner for travelers seeking high-quality services tailored to their specific needs. As competition in the tourism industry intensifies, understanding employee satisfaction becomes essential to maintaining and enhancing the company's service delivery, which directly impacts customer satisfaction and the overall success of the business.

Employee satisfaction has long been a critical factor in determining organizational success. Satisfied employees are generally more motivated, disciplined, and productive, which contributes to the achievement of company goals. In the context of the tourism industry, where service quality is paramount, employee satisfaction is even more significant. Employees who feel valued and fulfilled in their roles are more likely to deliver exceptional customer experiences, which are central to the growth and sustainability of tourism businesses like PT SIMA SAKTI AULIA. Therefore, it is essential for the company to not only focus on customer satisfaction but also foster a positive work environment that promotes employee well-being and job satisfaction.

Moreover, the tourism industry is increasingly evolving with new trends and demands, and PT SIMA SAKTI AULIA has continually adapted by offering innovative services to its customers. However, the success of these innovations relies on the employees who execute these services. By ensuring high levels of job satisfaction, PT SIMA SAKTI AULIA can enhance employee retention, performance, and overall productivity. As the company continues to expand and diversify its offerings, evaluating employee satisfaction will be key to identifying areas for improvement and ensuring that the workforce remains motivated, engaged, and aligned with the company's mission and values. This study, therefore, seeks to explore the current levels of job satisfaction among employees at PT SIMA SAKTI AULIA and identify factors that may influence their satisfaction in the workplace. This study aims to determine employee job satisfaction at PT SIMA SAKTI AULIA.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Literature Review

Job Satisfaction

According to Edy Sutrisno (2019, p. 74), job satisfaction is the attitude of employees towards their work, which is related to the work situation, cooperation between employees, rewards received from work, and aspects that concern both physical and psychological factors. Wibowo (2016, p. 415) states that every person working expects to achieve satisfaction from their workplace. Job satisfaction significantly impacts the productivity expected by managers. Therefore, managers need to understand what actions to take in order to create job satisfaction for their employees.

Job satisfaction refers to the emotional state that an individual feels towards their job, reflecting how well expectations and reality align in the workplace. It encompasses various aspects, such as recognition for efforts, good interpersonal relationships, and the sense of achievement in fulfilling responsibilities. Satisfied employees usually exhibit high motivation, dedication, and optimal contribution to the organization. Job satisfaction is not only dependent on financial factors but also on a supportive work environment, effective communication, and opportunities for growth.

The importance of job satisfaction lies in its impact on individual and organizational performance. When employees are satisfied, they tend to be more productive, creative, and loyal, which ultimately contributes to a harmonious work atmosphere. In contrast, dissatisfaction can lead to stress, high turnover, and a decline in the quality of work outcomes. Therefore, organizations need to understand the needs and expectations of employees and create strategies that can enhance their well-being, such as providing training, recognition, and career growth opportunities.

Job satisfaction is an emotional or affective response to various aspects of one's job, so it is not a singular concept. An individual can be satisfied with one aspect of their job while dissatisfied with one or more others. Job satisfaction reflects a (positive) attitude towards one's work, which arises from an evaluation of the work situation. This evaluation can focus on a particular aspect of the job, and the assessment is made based on appreciation for achieving one of the core values in the workplace. Employees who are satisfied prefer their working conditions over unfavorable ones.

The feelings related to job satisfaction and dissatisfaction tend to reflect the employee's assessment of their work experiences in the present and past, rather than future expectations. It can be concluded that there are two essential elements in job satisfaction: work values and basic needs.

Work Environment

According to the survey agency 6Q, the work environment encompasses everything related to employee activities within the office. It includes activities such as company culture, the physical environment, and supporting facilities such as health insurance and parking. The work environment can be divided into physical (lighting and wall colors) and non-physical (structure and leadership style) components. The conclusion drawn from these definitions is that the work environment is a crucial factor supporting employee activities within the office, although it is often overlooked by companies. The types of work environments include:

a. Physical Environment

The physical environment includes all items or tools around the workplace that influence employees, both directly and indirectly. This category can be divided into two types:

- 1) The environment that directly interacts with employees, such as workspaces, chairs, and desks.
- 2) The environment that indirectly affects human conditions, such as temperature, humidity, air circulation, lighting, noise, unpleasant odors, and color.

The physical environment is closely tied to the workplace or employee activities and impacts their enthusiasm and emotions. A well-designed physical environment can increase

productivity, health, and job satisfaction. Conversely, a poor physical environment can lead to stress, fatigue, and other health issues. Therefore, it is crucial for companies to carefully manage and maintain the physical environment of the workplace.

b. Non-Physical Environment

The non-physical environment encompasses all factors related to interpersonal relationships among employees, such as relationships with superiors, coworkers, and subordinates.

According to Indeed, elements that relate to the non-physical environment include company culture, work-life balance, and a healthy lifestyle. The non-physical environment significantly influences the company's condition. Companies that create a positive non-physical environment can support employee productivity and well-being. Factors influencing the work environment include:

- 1) **Lighting**, which significantly affects comfort. Proper lighting should neither be too bright nor too dim.
- 2) **Room Temperature**, which is essential to consider since people have varying adaptation abilities to different temperatures.
- 3) **Humidity**, which affects the oxygen levels within a room; the more humid the room, the less oxygen it holds.
- 4) **Air Circulation**, which improves with better ventilation, increasing the oxygen supply within the room.
- 5) **Noise Levels**, which influence the tranquility of the workspace.

Work Facilities

According to Bachrun (2019), facilities are tangible benefits provided by the company to enhance employee well-being and for specific needs. Runtunuwu (2020) defines work facilities as all types of equipment, work supplies, and other facilities that serve as tools to assist in performing tasks and fulfill social functions related to those involved with the organization or company.

Sabri and Susanti (2021) describe work facilities as the means, tools, or equipment that facilitate the company's activities and improve employee well-being. Work facilities are essential and should be provided by a company, whether directly or as supporting facilities. Harpis (2020) argues that in addition to work facilities that support tasks, other equally important facilities include prayer rooms, sports areas, medical clinics, and others. Providing these facilities is a way for companies to show care for employees and enhance their performance.

According to Soetrisno (2017), providing work facilities is closely related to a company's ability, but generally, there are several facilities commonly provided, such as those for the work environment, health, transportation, food, and housing. Ahmadi (2021) states that work facilities are part of the work environment that significantly supports employee tasks within an organization, thus requiring special attention.

Work facilities should be aligned with the needs of employees to improve their productivity. According to Sabri and Susanti (2021), indicators of work facilities include:

1. Appropriateness with needs.
2. Ability to optimize work results.
3. Ease of use.
4. Speeding up the work process.
5. Proper arrangement of placement.

Facilities are classified based on their use into three categories:

- a. **Work Equipment:** All items that process one product into another with a different function.
- b. **Work Supplies:** All items that assist indirectly in production, speed up processes, and provide comfort at work, such as communication equipment, data processing supplies, and furniture.

To connect the provision of facilities with the company's financials, the better the company's financial success, the more appropriately it should provide these facilities in proportion to that success, assuming that the facilities meet the principles of fairness and feasibility. To attract and retain employees amidst a shortage of labor supply, companies need to adjust work facilities according to employee needs, which vary based on income, age, and life stages. However, there is often a mismatch between what employees want and what the company considers important. Here are some of the most desired work facilities by employees:

1. **Health Facilities:** Health insurance is essential for many employees due to the high cost of healthcare. A variety of insurance options, including dental and vision coverage, allows employees to choose what best meets their needs.
2. **Transportation Facilities:** Transportation allowances help cover commuting costs. This allowance is also relevant for employees working in the transport industry.
3. **Paid Leave:** Paid leave provides employees with time off for personal needs. This policy can attract new employees and maintain work-life balance.
4. **Flexible Schedule:** Work flexibility helps employees achieve a balance between work and personal life. Many employees want to continue working from home post-pandemic, with 29% willing to quit if this option is not available.
5. **Skill Development:** Employee training and development, such as workshops, leadership, and public speaking, help improve their skills, benefiting the company by having more skilled employees.
6. **Recreational Facilities:** In-office recreational facilities, such as game rooms, help employees feel comfortable and happy, which can enhance productivity.
7. **Performance Recognition:** Recognizing achievements through bonuses or awards motivates employees and makes them feel valued.
8. **Scholarships:** The company can offer full scholarships to employees who want to continue their education, with specific conditions after graduation.

9. **Special Women's Facilities:** Additional facilities for female workers, such as menstrual leave, maternity leave, breastfeeding rooms, and childcare, are essential and regulated by law.
10. **Mental Health Support:** Free psychological or mental health services help employees cope with work pressure and maintain their mental well-being.

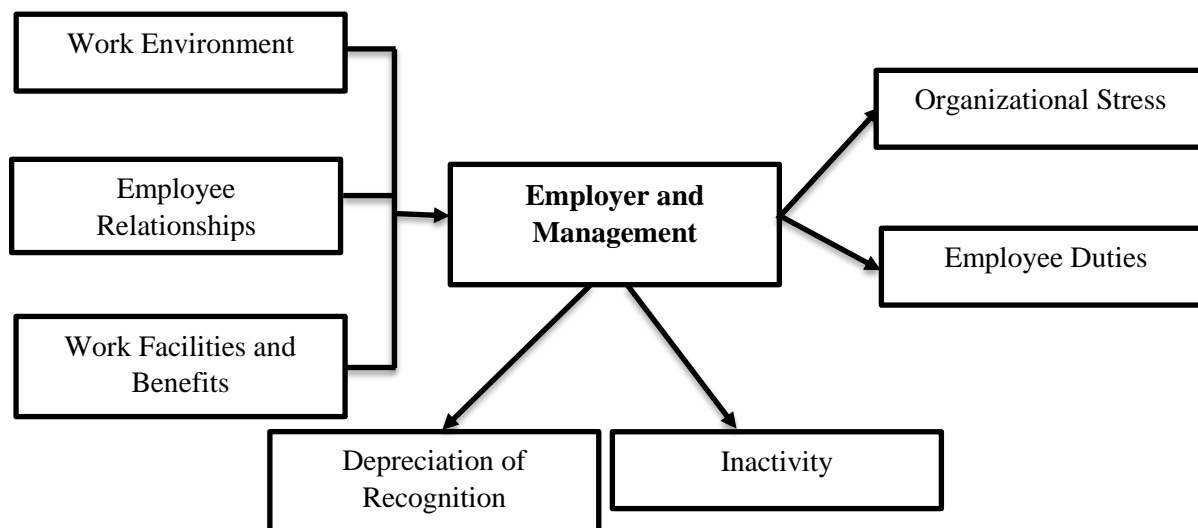
By providing these facilities, companies can better meet the needs of their employees, improve job satisfaction, and attract more talent.

2.2. Conceptual Propositions and Model Synthesis

In the context of employee job satisfaction, numerous factors play an essential role in shaping how employees perceive their work environment and their overall engagement with the company. The research on PT. Sima Sakti Aulia revealed that job satisfaction is influenced by a variety of intrinsic and extrinsic elements, including the physical work environment, interpersonal relationships, alignment of job roles with personal interests, and the provision of adequate work facilities. Each of these factors not only impacts the employees' emotional responses to their roles but also contributes to their performance, motivation, and retention. Understanding these underlying elements is crucial for organizations aiming to optimize job satisfaction and, by extension, organizational success.

To further explore the relationship between these factors, the study incorporates a conceptual framework that synthesizes existing literature on job satisfaction theories, such as Herzberg's Two-Factor Theory. The framework identifies the dual role of intrinsic motivators (such as meaningful work and personal growth) and extrinsic factors (such as salary, benefits, and work conditions) in influencing overall job satisfaction. The model integrates these elements, showing how a supportive work environment, positive interpersonal dynamics, and appropriate work conditions collectively contribute to enhancing employee satisfaction, which directly affects performance, productivity, and organizational success.

The conceptual model presented in the following diagram provides a visual representation of how the various factors are interconnected. It illustrates how job satisfaction, driven by the interplay of the work environment, facilities, and relationships, influences key outcomes such as employee retention and organizational performance. By synthesizing these factors into a cohesive model, the study offers a comprehensive approach to understanding the dynamics of employee job satisfaction at PT. Sima Sakti Aulia. This model not only serves as a theoretical framework for the research but also provides practical insights for the company to optimize its HR practices and improve overall employee well-being and organizational success.

**Fig 1.** Conceptual Model

3. RESEARCH METHODOLOGY

This study employs a qualitative research method, namely observation and interviews. The qualitative research method is used to study the condition of natural objects. In this study, the researcher presents the research findings descriptively in qualitative form, where the data collected consists of words, images, rather than numbers. The data comes from interview transcripts. According to Sugiyono (2018, p. 213), qualitative research is a method based on a philosophy used to study conditions in a scientific (experimental) context, where the researcher acts as the instrument, data collection techniques are applied, and the analysis focuses on qualitative aspects, emphasizing meaning. The aim of qualitative research methodology is to analyze and describe phenomena or research objects through social activities, attitudes, and individual or group perceptions. The purpose of this descriptive study is to provide a systematic, factual, and accurate description, picture, or depiction of the facts, characteristics, and relationships between the phenomena being studied.

3.1 Research Design

This study adopts a qualitative research design to explore the factors influencing employee job satisfaction at PT. Sima Sakti Aulia. The qualitative approach is chosen because it allows for in-depth exploration of the experiences, perceptions, and attitudes of employees in the context of their work environment. By utilizing open-ended interviews and observations, the study aims to capture rich, contextual data that would be difficult to obtain through quantitative methods. The design is exploratory in nature, aiming to uncover the underlying factors that contribute to employee satisfaction and how these factors influence overall organizational performance.

3.2 Data Collection Procedure

Data for this study were collected through semi-structured interviews and direct observations. A purposive sampling technique was employed to select an employee who has been with PT. Sima Sakti Aulia for a considerable period, ensuring a deep understanding of the company's work culture and environment. The interview was conducted with Jefa Pamungkas

Ekajasa, a graphic designer at the company, to gain insights into various aspects of the work environment, facilities, interpersonal relationships, and job satisfaction. Observations were also made to complement the interview data, providing a holistic view of the work environment and interactions between employees. All data were recorded and transcribed for analysis.

3.3 Data Analysis and Synthesis

The data were analyzed using thematic analysis, a method commonly used in qualitative research to identify and interpret patterns or themes within the data. First, the interview transcripts were reviewed thoroughly to identify recurring topics and significant insights. These themes were then coded and organized into categories, such as work environment, relationships, facilities, and managerial support. The analysis involved synthesizing these themes to understand the relationships between them and how they collectively influence job satisfaction. In addition to the interview data, observational notes were used to further validate and expand upon the themes that emerged from the interviews.

3.4 Tools and Technologies

The analysis was conducted manually with the support of qualitative data analysis software such as NVivo, which was used to facilitate the coding and categorization process. This software helped manage the large volume of qualitative data, ensuring that all relevant themes were identified and analyzed systematically. Audio recordings of the interviews were transcribed using transcription software, and a Microsoft Excel spreadsheet was used to organize and summarize key findings. These tools enabled a structured and rigorous approach to data analysis, enhancing the reliability and validity of the study's findings.

4. RESULTS AND DISCUSSIONS

4.1. Results

Based on the interviews and observations conducted, the researcher can provide a detailed description of employee job satisfaction at PT. SIMA SAKTI AULIA. The findings of this study indicate that the employee satisfaction at PT. SIMA SAKTI AULIA is positively influenced by several key factors, including the work environment, supportive coworkers, personal interests aligned with the job, and the availability of various work facilities. As part of the research, the employee, Jefa Pamungkas Ekajasa, who has been with AHG Group for almost two years, shared valuable insights regarding his experiences working at PT. SIMA SAKTI AULIA and its subsidiary companies.

Jefa, a graphic designer by profession, works primarily with Sima Sakti Aulia and Siro Mandiri Wisata, both of which operate in different sectors of the tourism industry. He is satisfied with his work because it aligns with his personal interests and talents. His passion for graphic design has provided him with an outlet to not only express his creativity but also earn a living. This sense of fulfillment in doing work that is both enjoyable and lucrative is a key contributor to his job satisfaction. Additionally, the company's positive work environment, humble coworkers, and mutual understanding among team members have made his workplace experience enjoyable.

Moreover, Jefa values the opportunities provided by the company to participate in unique activities such as becoming a tour leader and the benefit of free Umrah trips offered to employees annually. These additional perks enhance his sense of job satisfaction, as they provide him with personal development opportunities and show the company's commitment to

employee welfare. A crucial aspect of job satisfaction highlighted by Jefa is the support from his superiors, who maintain a balanced approach in terms of expectations, without imposing excessive pressure. This level of managerial support fosters a sense of comfort and security, enabling employees to thrive in their roles.

The provision of various facilities by the company further contributes to Jefa's job satisfaction. These facilities, including a salary above the regional minimum wage (UMR), meal allowances, health insurance, overtime pay, and annual bonuses, provide tangible benefits that improve employees' quality of life. The company's provision of these financial incentives complements the positive work environment, ensuring employees feel valued and well-compensated. Despite initial challenges in establishing rapport with his coworkers, Jefa was able to adapt and integrate into the team, ultimately contributing to his overall job satisfaction. This is an example of how job satisfaction is a dynamic process, shaped by both individual effort and external factors such as a supportive work environment.

Throughout his time at PT. SIMA SAKTI AULIA, Jefa has encountered technical obstacles, including power outages, application errors, internet connectivity issues, and occasional mood swings that affected his performance. However, he perceives these challenges as part of the job and does not allow them to detract from his enthusiasm for his work. His ability to overcome these technical difficulties demonstrates resilience and a positive attitude towards his work, which are key characteristics of employees with high job satisfaction.

This case study supports the broader literature on job satisfaction, particularly the work of Herzberg's Two-Factor Theory, which identifies intrinsic factors such as achievement, recognition, and personal growth, and extrinsic factors such as salary, work conditions, and company policies as key contributors to job satisfaction. Jefa's satisfaction with his job is a direct result of a combination of these intrinsic and extrinsic factors. His experiences reflect the findings of previous research, which emphasize the importance of a positive work environment and the alignment of personal interests with job responsibilities in fostering employee satisfaction.

In conclusion, the findings of this study reveal that Jefa, as an employee of PT. SIMA SAKTI AULIA, is satisfied with his job due to a range of factors including a positive work environment, supportive coworkers, adequate work facilities, and opportunities for personal and professional growth. These factors, coupled with managerial support and competitive compensation, create a conducive environment that promotes job satisfaction and contributes to the overall success of the company. By ensuring that employees are satisfied with their work, PT. SIMA SAKTI AULIA not only improves employee well-being but also enhances organizational performance, leading to higher productivity and employee retention.

4.2 Discussions

The findings from this study provide significant insights into the factors that influence employee job satisfaction at PT. SIMA SAKTI AULIA. One of the most notable findings is the positive impact of the work environment on employee satisfaction. Jefa Pamungkas Ekajasa, as a graphic designer, emphasized the importance of a collaborative and supportive atmosphere. A conducive work environment, characterized by humble colleagues and effective teamwork, plays a critical role in making employees feel valued and engaged in their work. This aligns with existing research, which suggests that interpersonal relationships and a positive organizational culture are crucial in fostering job satisfaction. When employees feel comfortable and respected within their teams, they are more likely to exhibit high levels of motivation and commitment, which ultimately contributes to overall organizational success.

Additionally, the alignment of work with personal interests and skills was another factor that contributed to Jefa's job satisfaction. As a designer, Jefa finds great fulfillment in his role because it allows him to apply his passion for graphic design while simultaneously earning a living. This reflects the importance of intrinsic motivators in job satisfaction, as outlined in Herzberg's Two-Factor Theory, which identifies achievement and personal growth as key drivers of satisfaction. When employees' roles align with their personal interests and values, it fosters a deeper sense of purpose and satisfaction in their work. PT. SIMA SAKTI AULIA's ability to provide employees with roles that match their skills and passions helps to create a more engaged and productive workforce.

The company's provision of various work-related benefits and facilities further enhances job satisfaction. Jefa highlighted that the financial incentives, such as above-average salaries, meal allowances, health insurance, and overtime pay, significantly contribute to his satisfaction. These benefits are critical in ensuring that employees feel fairly compensated for their efforts. The provision of these extrinsic motivators aligns with Herzberg's theory, which suggests that while extrinsic factors like salary and benefits are necessary to prevent dissatisfaction, they are not enough on their own to create long-term satisfaction. However, when combined with intrinsic motivators like meaningful work and positive relationships, these benefits help to create a well-rounded and satisfying work experience for employees.

However, while the work environment and compensation are important, the study also reveals areas for improvement in the company's approach to managing technical challenges. Jefa mentioned that technical issues, such as electricity disruptions, application errors, and internet connectivity problems, occasionally hindered his work performance. These challenges could negatively affect job satisfaction, particularly when employees feel that external factors are outside of their control. This suggests that PT. SIMA SAKTI AULIA may benefit from investing in more robust technical infrastructure and providing employees with the tools and support necessary to manage such challenges. Addressing these technical issues would not only improve employee productivity but also reduce stress and frustration, ultimately contributing to greater job satisfaction.

In summary, the research findings provide a comprehensive understanding of the key factors that contribute to employee job satisfaction at PT. SIMA SAKTI AULIA. Positive work environment, alignment of personal interests with job responsibilities, supportive management, and adequate compensation were all identified as crucial factors in fostering satisfaction. However, the company should also consider addressing the technical challenges faced by employees to enhance their overall job satisfaction. By continually improving these aspects, PT. SIMA SAKTI AULIA can ensure a motivated, productive, and satisfied workforce, which will ultimately lead to improved organizational performance and employee retention. These findings provide valuable insights for the company to refine its human resource strategies and create an even more supportive work environment for its employees.

5. CONCLUSION

Based on the research findings, job satisfaction at PT. SIMA SAKTI AULIA is heavily influenced by several key factors, such as a positive work environment, adequate facilities, and good interpersonal relationships among colleagues. The interview with Jefa Pamungkas Ekajasa revealed that his job satisfaction stems from the support provided by his superiors, a supportive work atmosphere, and opportunities offered by the company, such as the free Umrah program and tasks that align with his interests and talents. Despite facing technical challenges such as electricity disruptions, application errors, and fluctuating moods, Jefa continues to feel comfortable and grateful in performing his duties. This conclusion highlights the importance of addressing both the physical and psychological aspects of employees in creating job satisfaction.

A positive and supportive work environment plays a critical role in employee satisfaction. Creating a conducive workplace involves fostering strong interpersonal relationships, providing emotional support, and maintaining effective communication channels among employees. When employees feel supported and valued, it contributes to higher motivation and a sense of belonging within the company. In Jefa's case, the work environment at PT. SIMA SAKTI AULIA is characterized by cooperation and a shared sense of purpose, which is crucial for nurturing job satisfaction. This is consistent with research findings, which indicate that a positive work culture is integral to employee well-being and performance.

Another significant factor contributing to job satisfaction at PT. SIMA SAKTI AULIA is the provision of adequate work facilities and employee benefits. Jefa's satisfaction was further enhanced by the company's offerings, including above-average salaries, meal allowances, health insurance, overtime pay, and annual bonuses. These financial rewards are essential for fulfilling employees' extrinsic needs and ensuring they feel fairly compensated for their work. Offering such benefits is aligned with Herzberg's Two-Factor Theory, which emphasizes that while extrinsic factors like compensation are necessary to prevent dissatisfaction, they do not alone guarantee long-term satisfaction. Therefore, combining these benefits with intrinsic motivators, such as meaningful work and a supportive environment, is essential for fostering employee satisfaction.

Furthermore, offering career development opportunities, such as training, skill enhancement programs, and career advancement pathways, can significantly contribute to employee satisfaction. Providing employees with the chance to grow professionally not only enhances their skillset but also fosters a sense of progress and accomplishment. In Jefa's case, the alignment of his job responsibilities with his personal interests in graphic design provided him with a fulfilling work experience, enabling him to express his creativity while simultaneously contributing to the company. This sense of purpose in the work is crucial for job satisfaction, as it aligns with the theory of intrinsic motivation, which suggests that people find satisfaction in performing tasks they find personally meaningful.

Finally, while the company excels in creating a supportive environment and offering adequate facilities, the study also highlights the need to address certain technical challenges that can affect job satisfaction. Issues such as electricity disruptions, application errors, and connectivity problems can disrupt employees' workflows, leading to frustration and stress. To mitigate these challenges, PT. SIMA SAKTI AULIA may consider investing in more robust technical infrastructure and providing employees with the tools and resources necessary to manage these difficulties effectively. Reducing technical disruptions will help improve employee productivity and satisfaction, as employees will feel better equipped to perform their tasks without external hindrances.

In conclusion, the research emphasizes the importance of creating a balanced work environment where both intrinsic and extrinsic factors are addressed to foster job satisfaction. PT. SIMA SAKTI AULIA has made significant strides in this regard, with a positive work environment, adequate facilities, and meaningful job opportunities. However, addressing technical challenges and providing further career development opportunities could further enhance employee satisfaction and organizational success. By continually improving these aspects, the company can ensure a motivated, loyal, and high-performing workforce, which will contribute to long-term growth and success.

LIMITATION AND STUDY FORWARD

Limitations

While this study provides valuable insights into employee job satisfaction at PT. Sima Sakti Aulia, there are several limitations to consider. One of the main limitations is the **sample size**, as the study relies on data collected from a single employee, Jefa Pamungkas Ekajasa.

Although the findings are insightful, they may not fully represent the experiences of all employees within the company. The perspectives of employees in different roles or departments might vary, which could influence the generalizability of the results.

Additionally, the qualitative nature of the research means that the findings are subjective and based on the personal experiences of the interviewee. While this provides a deep understanding of individual job satisfaction, it may lack the broad statistical representation needed for a more generalizable conclusion. Another limitation is related to the time frame of the study. The research was conducted over a short period, which may not capture the full range of experiences or account for any potential changes in employee satisfaction over time. Finally, while the research used direct observation and interviews, the presence of the researcher could have introduced bias or influenced the employee's responses, especially in an environment where social desirability bias might occur.

Study Forward / Future Research Directions

To address the above limitations, several directions for future research are proposed:

- 1) Future research could address these limitations by expanding the sample size and incorporating data from a larger and more diverse group of employees, which would enhance the reliability and validity of the findings. Additionally, future studies could adopt a longitudinal approach to track changes in employee job satisfaction over time and assess how various organizational changes (e.g., leadership changes, new policies) affect satisfaction.
- 2) Moreover, incorporating quantitative methods such as surveys could complement the qualitative findings, offering a more comprehensive understanding of employee job satisfaction across a broader spectrum of employees. Utilizing a mixed-methods approach would allow researchers to capture both the depth of personal experiences and the breadth of perspectives from a larger group of participants.
- 3) Another valuable area for future research is the exploration of how external factors—such as economic fluctuations, industry trends, or societal changes—affect employee satisfaction within the tourism sector. A comparative study involving other companies in the same industry could provide insights into whether the findings at PT. Sima Sakti Aulia are unique or consistent with broader industry trends.

In conclusion, while this study provides meaningful insights into the factors influencing employee job satisfaction at PT. Sima Sakti Aulia, future research can further enrich these findings by addressing the limitations noted and exploring new avenues for understanding and improving employee satisfaction in the workplace.

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