

ABSTRACT

AN ANALYSIS OF FACTORS INFLUENCING EMPLOYEES' WORKING SATISFACTION

A Case Study : “EF (English First)” Language School Yogyakarta

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The objectives of this research was to investigate whether or not there was any influence of these following factors : (1) salary/ wage, (2) job, (3) promotion/carreer, (4) leadership and (5) communication toward employees' work satisfaction. This research was also reveal which variable (salary/wage, job, promotion/carreer, leadership and communication) had big influence on the employees' work satisfaction. This research was carried out at EF “(English First)” Language School Yogyakarta between the period of 16-23 December 2003.

The data gathering techniques used were: (1) observation, (2) qestionare, (3) interviews and (4) documentation. Whereas the data analysis techniques used were: (1) chi square analysis with degree of freedom at 5% significance level, (2) contingency coefficient/cc analysis, (3) comparing the value between contingency coefficient/cc analysis and C_{maxs} from contingency coefficient on $m \times n$ (m line \times n column) and (4) categorizing cc/C_{maxs} into the degree of inter factor categorization.

The result of this research showed that the value of employees' work satisfaction at EF “(English First)” Language School Yogyakarta did not influenced by salary/wage, promotion/carreer and leadership. Job and communication factors gave different influence toward work satisfaction (job 48,5% and communication 40,3%).

ABSTRAK

ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUASAN KERJA KARYAWAN

Studi Kasus: Lembaga Pendidikan English First (EF) Yogyakarta

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Penelitian ini bertujuan mengungkap faktor-faktor kepuasan kerja karyawan di lembaga pendidikan multinasional English First (EF) Yogyakarta. Faktor-faktor yang dimaksud dalam penelitian ini adalah: (1) gaji/upah, (2) pekerjaan, (3) promosi/karier, (4) kepemimpinan dan (5) komunikasi.

Pengumpulan data dilakukan dengan metode: (1) observasi, (2) kuesioner, (3) wawancara dan (4) dokumentasi. Sedangkan teknik analisis data yang digunakan : (1) analisis chi square dengan derajat kebebasan $df = (baris - 1) (kolom - 1)$, pada taraf signifikansi 5% dan $db = 1$, (2) analisis koefisien kontingensi/kk, (3) membandingkan nilai koefisien kontingensi/kk dengan nilai C_{max} dari koefisien kontingensi pada tabel yang berukuran $m \times m$ (m baris \times m kolom) dan (4) mengkategorikan rasio kk / C_{max} kedalam penggolongan derajat hubungan antar faktor.

Hasil penelitian ini menunjukkan bahwa besar kecilnya kepuasan kerja karyawan di Lembaga Pendidikan English First (EF) Yogyakarta, tidak dipengaruhi oleh faktor: gaji/upah, promosi dan kepemimpinan. Faktor pekerjaan dan komunikasi memberikan pengaruh berbeda-beda terhadap kepuasan kerja, secara berturut-turut besarnya masing-masing faktor tersebut adalah: pekerjaan 48,5% dan komunikasi 40,3%.