



## THE ROLE OF JOB SATISFACTION IN IMPROVING TEAM PRODUCTIVITY AT ALYA HIJAB BY NAJA

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### ABSTRACT

This research discusses the role of job satisfaction in increasing team productivity at the company Alya hijab by Naja Demak and This research aims to explore the role of job satisfaction as a determining factor in increase team productivity. With the rapid development of the business world Currently, companies are required to continue to innovate and improve work efficiency. One of the ways What can be done is to understand how job satisfaction team members can get contribute to overall performance. The method used in this research is qualitative with a case study approach, data obtained from surveys and in-depth interviews with employees in various sectors. Results analysis shows that there is a significant positive relationship between job satisfaction and team productivity, where employees who feel satisfied tend to show more performance better and more effective collaboration. It is hoped that these findings can serve as a guide for managers and team leader in designing human resource management strategies that are not only focused on output, but also on employee welfare. By increasing job satisfaction, It is hoped that team productivity can increase sustainably.

**Keywords :** *Job satisfaction, productivity, team*

## INTRODUCTION

In today's business climate, where companies are increasingly focusing on developing the skills of their employees to drive company growth, it is important for companies to consider how they can improve their environmental performance. Human resources are one of the many elements that contribute to a company's success (Lature, 2022). One of the most important aspects of managing an organization's human resources is ensuring that those resources fulfill their objectives. Because they are the ones who really do the heavy lifting in terms of achieving goals, innovation, and organizational success, human resources are an important component of every successful company and must be carefully considered by management (Tolu et al., 2021).

In an ideal world, human resources would play a key role in advancing employees' careers by considering their individual strengths. Improving employee performance and productivity to achieve a higher level of work is a general premise in HR development (Septiani & Royda, 2022). Methods such as education, training, and motivation are used by companies to improve employee performance. Because workers receive training and instructions that are directly related to their job performance, this procedure will help them become more independent in their work as stated by (Nuraeni & Dwi, 2020) in (Fenny & Setyawan, 2024)

Human resource management (HR) is an important aspect of organizational management that specifically focuses on the people who work in it. Activities carried out in HR management include planning, recruitment, development, maintenance, and utilization of human resources to achieve goals, both individually and organizationally. Increasing productivity, improving the quality of life in the workplace, and ensuring compliance with all legal requirements are the goals of human resource management. Good HR management not only seeks to satisfy the company or business owner by generating maximum profits, but must also provide satisfaction for all employees, from top management, middle management, to implementing employees. Job satisfaction is very important because with employee satisfaction, it is expected that their performance can increase, which ultimately has a positive impact on the company's overall productivity.

According to Gibson (2000) as quoted in Chasanah (2008), satisfied workers tend to show high performance in their jobs. The term "job satisfaction" refers to employees'

evaluation of their jobs, especially how well the job meets their needs and how they feel about their jobs in general. As a measure of how well someone is doing their job, low levels of satisfaction can thwart their efforts to achieve their goals. Employees with high levels of job satisfaction tend to show greater levels of engagement in their tasks, including increased collaboration among team members and reduced absenteeism and turnover. Job satisfaction can be defined as the assessment given by workers regarding the extent to which their jobs meet their needs. In general, job satisfaction reflects an individual's feelings about their job. Dissatisfaction can hinder a person's efforts to achieve goals. The reason is that satisfaction in one's work life is a measure of how well a person is doing his or her job. Employees with high levels of job satisfaction tend to show greater engagement in their tasks, such as increased collaboration among team members and reduced absenteeism and employee turnover.

Overall, productivity is defined as the ratio of input (labor, materials, and money) to output (goods or services). The following is a comparison between the efforts made and the results obtained. Output is usually evaluated in terms of physical units, forms, and values, while input is usually measured in terms of labor. Hasibuan (2010) states that productivity can be calculated by comparing the amount of resources used in production with the amount of output. According to Paul O. Olomolaiye (1998), productivity can be defined as the ratio of total output of a period (in the form of goods or services) to total input (in the form of labor, materials, money, methods, and machines) for that period.

Nowadays, the competition in the fashion industry is very fierce. In order for products to survive and grow, companies need to be proactive and provide satisfactory service to customers. This is done by understanding customer perceptions of the services they want, then implementing them so that products remain superior in competition, especially in the current era of globalization. Employees are required to carry out the tasks assigned to them professionally, which means they must always think critically, work hard, be disciplined, honest, loyal, and highly dedicated to the success of the work. This is as expressed by Hamid (2010: 40).

To achieve this, it is important to have coaching and development of high awareness and work skills. Achieving organizational goals becomes much easier when employees work with awareness and efficiency. When employees are happy with their jobs, they tend to remain loyal to their superiors. The more involved they are in their work, the less anxiety they

will feel, and most importantly, the more productive and motivated they will be overall. Employees who are not satisfied with their jobs can experience decreased motivation. When someone is motivated, they will try hard to realize what they want. However, all these efforts must go according to what the company wants. So, it is very important that everyone is moving in the same direction and working towards the same goal.

## **LITERATURE REVIEW**

### **Job Satisfaction**

According to Robbins & Stephen, 2006 in (Hasugian, 2022) revealed that the emotional attachment of workers to their jobs is known as job satisfaction. Many factors influence the level of employee job satisfaction. These factors include: salary and benefits, work environment, management, coworkers, equipment, job stability, and promotion prospects. A positive attitude towards one's job that takes into account one's social, physical, mental, and financial circumstances is what we mean when we talk about job satisfaction. How a person's emotional state is affected by their work performance as measured by the difference between expected and actual rewards. Satisfaction has a significant impact on how people act at work, including how hard they work, how much they sleep, and how productive they are. The greater the workload, the more varied each person's level of satisfaction with their job. Thus, the greater the level of satisfaction each person has with their job.

According to Martoyo (2017: 134) in (Setyanti et al., 2022) A positive emotional state that arises because of appreciating the results of someone's work due to the presence of financial and non-financial employees is known as job satisfaction. Meanwhile, according to Afandi & Bahri, (2020) in (Fenny & Setyawan, 2024) A person's real behavior as a result of their hard work is known as performance satisfaction. Employee productivity and effectiveness are the main determinants of the results of a company's projects. Whatever the field, success requires persistence and expertise. Human efforts alone will not succeed if the targets and optimal ways of achieving them are not clear. Participatory goal setting, where employees are actively involved in producing better performance, is one strategy to achieve employee satisfaction and, by extension, motivation to achieve maximum performance. Furthermore, in order for employees to improve their performance in pursuing goal

achievement, feedback is also needed. Insight into where they are failing to meet expectations can be found in this feedback. Managers, in order to respond to the basic needs of their employees, must be able to adapt to various situations and conditions quickly. Many companies have done this, and it has made workers happier in their jobs.

### **Team Productivity**

The implementation of teamwork is driven by increasing competitive pressures. Experts predict that, in the future, organizations will rely more on collaboration than on the performance of a few select individuals. The idea of a team and its meaning lies in the expression that characterizes the development of synergy among individuals who come together as a team. According to Tracy (2011) in (Cholilalah, Rois Arifin, 2023), managing and carrying out an activity by a group of people who are members of one organization is the essence of teamwork. Working together as a team can help employees and managers communicate and collaborate more effectively. Teamwork usually involves individuals with various fields of expertise, allowing them to utilize their strengths to achieve company goals.

According to Elbandiansyah (2019: 250), productivity can be interpreted as a comparison between output (final result) and input (total amount of resources used). According to Handoko (2014: 89), one definition of work productivity is the ability to obtain benefits from one's efforts by utilizing the resources they have efficiently. The focus of a company should be on increasing worker productivity because it is directly proportional to the output produced by its employees. As stated by Irianto (2018). The output of the workforce will increase significantly if management pays good attention to their needs. However, work productivity will decrease if workers cannot pay good attention to it (Setyanti et al., 2022).

### **METHOD**

In this study, the researcher chose a descriptive qualitative approach. Sugiyono (2017, p. 19) in (Urohmah Shifa, 2023) states that qualitative research is a way to study the conditions of objects in the real world with researchers as the main characters. The purpose

of this type of research is to gain insight into meaning and uniqueness, as well as to build phenomena and test hypotheses.

Data collection techniques in this study are through Observation, interviews, and Documentation studies. Observations were carried out by observing employees at Alya Hijab. Interviews To obtain accurate data and the right data sources, in the study the author interviewed 5 employees at Alya Hijab and Documentation studies To perfect the research analysis in this study.

## **RESULT AND DISCUSSION**

Alya hijab by naja is a company based in Demak, Central Java province, this company focuses on the production of hijab, Muslim fashion accessories, with a focus on modern design and quality materials. Alya hijab is also active in various online sales, such as on e-commerce platforms such as shopee, tokopedia etc., this is to make it easier for customers to search for products online. The company is known for its commitment to quality and attractive design, therefore its products are a popular choice among Muslim consumers. Job satisfaction at alya hijab plays an important role in improving team performance and productivity, when employees feel happy with their work environment, including good management, smooth communication and are given rewards for their achievements, they will usually be motivated and of course this has a positive impact on their performance and also the overall productivity of the team.

A person's view of their work is often at the heart of their job satisfaction. Job satisfaction includes a person's behavioral conditions and tendencies, among other things, because it is related to attitude. Although happiness is not real, happiness can be measured by the quality of a person's work. In the field of industrial psychology, motivating workers to improve their work results is a crucial issue. To achieve this goal, it is important to remember that employees, as active participants in the process of creating work productivity, must always be accompanied by pleasant emotions rather than feelings of coercion, to foster job satisfaction (Sururin et al., 2020)

In this study, it was conducted by means of observation and interviews with several employees at the Alya hijab by Naja company, including HRD, clothing production team, CS

leader and also marketing team, According to Gibson (1995) in Noermijati, Ristrio (2010) Mentioning aspects that influence job satisfaction are salary, work, promotion, supervisor and co-workers. This is in line with the results of interviews conducted with employees at the Alya hijab by Naja company where the conclusions obtained according to several employees are several aspects in supporting job satisfaction to increase team productivity, namely:

1. Job content: job content or workload is an important role in increasing employee job satisfaction, where the tasks or responsibilities given if in accordance with our passion, then the productivity of the employee itself will also increase
2. Salary / wages: the role of salary is very important for job satisfaction, according to HRD at Alya hijab, the role of salary is very important to support the satisfaction of the employees themselves, but salary must also be adjusted to each job desk so that there is no jealousy between employees, where the appropriate salary can increase employee enthusiasm for work. Because when employees feel appreciated through decent financial rewards, they tend to be more committed and productive
3. Supervisor: effective supervision can create a structure to allow teams to work efficiently, good supervision is not just about checking employees, but also about building trust and empowering teams to reach their best potential. employees at Alya hijab company feel the importance of the role of supervisors, where they are more enthusiastic and motivated and also make it easier to do work that is considered difficult, therefore the role of supervisors is very important
4. Coworkers: when team members have a good relationship, they usually tend to communicate openly to solve problems together, coworkers who support each other also create a positive atmosphere, which greatly contributes to team productivity. The results of the interview regarding the role of coworkers, employees at Alya hijab company strongly agree that the role of coworkers is very vital because when our work environment is harmonious, it can reduce stress and increase enthusiasm.

## **CONCLUSION**

This study shows that job satisfaction in Alya Hijab by Naja company is influenced by several important factors. Job content that is in accordance with employee interests or

abilities plays a major role in increasing productivity, because employees who feel their work is relevant to their passion tend to be more enthusiastic and dedicated. Fair salaries and in accordance with the responsibilities of each employee are also important determining factors, where financial well-being can motivate employees to work harder and be loyal to the company. Good supervision is another key element, because supervisors who are supportive and provide clear direction are able to create an efficient and conducive work environment. In addition, good relationships between coworkers play a significant role in reducing stress and increasing team spirit. When employees feel supported by their colleagues, communication is more open and collaboration is easier, which ultimately has a positive impact on the overall productivity of the team. By maintaining a balance between these factors, Alya Hijab by Naja has succeeded in creating a positive work environment and facilitating increased job satisfaction and overall team performance.

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