THE IMPACT ANALYSIS OF JOB SATISFACTION, WORK MOTIVATION, AND LOYALTY ON PERFORMANCE IMPROVEMENT AT ÉCLAT BEAUTÉ HOUSE

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ABSTRACT
This study aims to determine the influence of job satisfaction, work motivation, and loyalty on performance improvement at Éclat Beauté House. This research is quantitative in nature. Data collection techniques were conducted through observation and questionnaire completion. Data analysis techniques employed multiple linear regression analysis with the assistance of SPSS version 25. The sample for this research consists of 30 employees of Éclat Beauté House. Simultaneously, variables X1, X2, and X3 (job satisfaction, work motivation, and loyalty) simultaneously have a positive and significant influence on performance improvement at Éclat Beauté House Medan. It is stated as positive because if job satisfaction, work motivation, and loyalty improve, performance improvement will also increase. Conversely, if job satisfaction, work motivation, and loyalty decline, performance improvement will decrease as well.
Keywords: Job Satisfaction, Work Motivation, Loyalty, Performance Improvement

A. INTRODUCTION

The state of a company's human resources determines whether the company is progressing or not. Every company seeks and tries to obtain human resources capable of achieving its goals. Since people are the key to the success or failure of an organization, human resources have grown in value and usefulness. Employees who meet company standards and are able to fulfill their assigned responsibilities are needed to help the organization achieve its goals. Companies must operate more productively and efficiently to meet business objectives (Rene & Wahyuni, 2018).

A company's most valuable asset is its employees because they are the main factor in determining how successfully and efficiently the business can achieve its goals. A company's assets, including cash, machinery, and techniques, are useless without the people to support and ensure the best performance from them. Performance refers to the overall result or level of a person's implementation in completing a job during a certain period compared to various possibilities, including work result standards, targets, goals, or criteria that have been determined in advance and have been agreed upon (Widnyasari & Surya, 2023).

To improve employee performance so that what is the company's expectations and goals can be achieved. So, the company must pay attention to factors that can affect the performance of these employees. Employee performance will improve and organizational goals will be achieved if they have the following qualities: insight, experience, ability, motivation, work discipline, and job satisfaction. Given the importance of human resources to a business, steps must be taken to enable employees to perform better when carrying out business-related tasks. One way to do so is by focusing on job satisfaction among employee members, as they will not be able to reach their full potential if they feel underappreciated or uncomfortable at work.

One element that can also help a person to perform better at work is work motivation. People who experience joy in their activities will do well because of internal and external encouragement (Supriandi & Simanjuntak, 2020). Getting good attention in a company is something that employees really want, especially when given an award for the performance they show. Of course, this will be a generator of enthusiasm for employees because with this, employees will be highly valued and motivated at work.

In addition to job satisfaction and work motivation which are factors driving performance improvement, companies also need employees who have high work loyalty to serve and make a major contribution to the company. Such employee willingness will make him work regardless of the rewards received, but what is prioritized is the work results that will encourage his work performance.

Éclat Beauté House is one of the salons located at Jl. Hayam Wuruk No. 56 D, Medan, which provides beauty care services, such as eyebrow and lip embroidery, eyelash extension, nail art and so on. Éclat Beauté House has around 30 employees. During the initial observation, it was found that job satisfaction in the place tends to be low. This is indicated by the distribution of job descriptions that are not fair and appropriate for employees. Some employees feel that they get more work than other employees, which results in less than optimal employee performance in serving consumers.

It was also found that there was no reward for employees so that employee motivation and loyalty were low. This is shown by the very high percentage of employee absenteeism. Many employees rarely come to work for various reasons. Low job satisfaction, work motivation and loyalty result in decreased employee performance as well. Some consumers complained about sub-optimal employee performance when serving consumers in certain services such as nail art and waxing. Employees look lackluster, unfriendly to consumers and tend to be dissatisfied with the work results obtained from their workplace.

Based on the explanation above, it can be seen that employee performance has decreased, due to low employee morale and dissatisfaction with their work. The work produced still looks less than optimal so that it has an impact on consumer assessments which tend to be low. Company goals will be achieved well if all the main factors that exist in employees are carried out properly, both from the factors of job satisfaction, work motivation and loyalty.

Job Satisfaction

Companies must maintain employee job satisfaction because employees are the most valuable asset in the company. Happy employees will benefit the company; conversely, unhappy employees can cause problems for the company. The degree to which a person is happy with his or her position within the company is known as job satisfaction. The level of personal satisfaction that comes from several aspects of their work environment in the company where they work. Therefore, a person's psychology within the company is influenced by their environment, and this is why job satisfaction is related to it.

Job satisfaction is the favorable emotional state with which employees view their jobs. Satisfaction can describe the positive and negative feelings of employees from perceptions of the work they face, such as feelings for achievement and success at work, implementing high satisfaction for employees / employees who feel happy and comfortable with the conditions of the organizational environment and get recognition from the results of their work (Andayani, 2020).

Work Motivation

Humans are social creatures who depend on each other for support. Humans will always strive to fulfill their needs, and to achieve their life goals, they need inspiration or support from others. Leaders in a company are individuals who operate with the support of their employees

or subordinates. Therefore, a leader has the task of pursuing employee achievement. Motivating or encouraging subordinates is what makes them capable of achievement. Motivating someone in the right way can make them work with honesty, passion, and enthusiasm. Better work results will come from greater passion and willingness to work well, which will improve performance.

Conversely, someone who has low work motivation will work carelessly and not strive to achieve the best results. Motivation at work has the power to inspire great and noble ideals, ignite all existing potential, and foster unity and work enthusiasm. Work motivation is the provision of driving force that creates a person's work enthusiasm so that they want to work together, work effectively and integrate with all their efforts to get satisfaction.

Rene & Wahyuni (2018) also argue that work motivation is a collection of energetic forces that arise from outside or inside a person's existence, which has a relationship with his duties to determine the direction, form and spirit of work. Work motivation is the provision of a framework through which companies can better encourage their employees to work and increase their enthusiasm (Nurdiansyah et al., 2020).

Loyalty

According to Sudimin, work loyalty is the willingness of employees with all abilities, skills, thoughts, and time to participate in achieving organizational goals and keeping organizational secrets and not taking actions that are detrimental to the organization as long as that person is still an employee. Meanwhile, loyalty is the mental attitude of employees shown in the company's existence.

According to (Widnyasari & Surya, 2023) the higher the loyalty of employees in a company, the easier it is for the company to achieve the company's goals that have been previously set by the company owner. Meanwhile, on the contrary, for companies whose employees' loyalty is low, it will be more difficult for the company to achieve its corporate goals that have been previously set by the company owners.

Employee Performance

People can perform a wide variety of tasks in the workplace thanks to their diverse abilities. Performance is an ability that can affect expression, while potential refers to the ability of proper implementation (Carvalho et al., 2020). Performance consists of procedures that prioritize mutually agreed terms and conditions and share time-dependent results.

An employee's capacity to perform the tasks assigned to him can be determined by looking at how well he performs (Susanto, 2019). A comparison between the work completed and what employees are expected to complete can be used to determine how well they are performing. Therefore, it is necessary to set appropriate criteria and be grouped together before using employee performance as a reference. Employee performance should be set simultaneously and based on the right standards (Saputra & Parwoto, 2020).

B. RESEARCH METHOD

This research uses a descriptive quantitative approach because it uses numbers in research and then described through words in explaining the results According to Sugiyono (2019), quantitative methods are methods based on the philosophy of positivism which aim to describe and test hypotheses made by researchers. This research was conducted at Éclat Beauté House. The sampling technique used in this study, namely, Nonprobability sampling with purposive sampling technique, so that 30 respondents were obtained in this study.

Data collection techniques in this study were carried out using several techniques including:
1. Observation, namely by making direct observations on the object of research.

2. Questionnaire, namely data collection using a list of questions/questionnaires that have been prepared in advance and given to respondents. Where the respondent chooses one of the answers provided in the questionnaire.

In this study, the validity test and data reliability test were carried out. In addition, classical assumption tests were also carried out which included: normality test, multicollinearity test, heteroscedasticity test, multiple regression analysis, hypothesis testing (partial t test, simultaneous F test, and coefficient of determination test (R2). Data were analyzed using the help of SPSS version 25.

Validity and reliability tests are carried out to test whether a questionnaire is suitable for use as a research instrument. Validity shows how real an objective measure what should be measured. The meter is said to be valid if it measures its purpose clearly or correctly. Reliability shows the accuracy and consistency of the measurement.

C. RESEARCH RESULTS AND DISCUSSION
Research Results
This study used quantitative approach. The data was analyzed by using SPSS version 25.

Validity and Reliability Test

The validity test shows how real a test measures what should be measured. A meter is said to be valid if it measures its purpose clearly or correctly. It is said to be consistent if several measurements of the same subject obtain results that are not different. The validity test was carried out by submitting questionnaire items which would later be given to respondents as many as 30 respondents at Éclat Beauté House Medan. Test validity through a questionnaire distributed via google form by distributing it via Whatsapp. Validity testing was carried out using the SPSS program version 25.00, with the following criterias:
1) If $R_{Count} > R_{Table}$, then the question is declared valid.
2) If $R_{Count} < R_{Table}$, then the question is declared invalid.

The reliability test is used to determine the consistency of the measuring instrument, whether the measuring instrument used is reliable and remains consistent if the measurement is repeated. the measuring instrument used is reliable and remains consistent if the measurement is repeated. The method used is the Cronbach's Alpha method. This method is measured based on Cronbach's alpha scale 0 to 1. If the scale is grouped into five classes with the same range, then the alpha stability measure can be interpreted as follows:
1) Cronbach's alpha value of 0.00 to 0.20, means very unreliable.
2) Cronbach's alpha value of 0.21 s.d. 0.40, means not reliable
3) Cronbach's alpha value of 0.42 s.d. 0.60, means moderately reliable
4) Cronbach's alpha value of 0.61 s.d. 0.80, means reliable
5) Cronbach's alpha value of 0.81 s.d. 1.00, means very reliable

Table 1. Validity and Reliabity of Research Variables

Variables	Validity Test				Reliability Test	
	Item	R_{Count}	R_{Table}	Description	Cronbach's Alpha	Description
X1	X1.1	0.348	0,138	Valid		
	X1.2	0.364	0,138	Valid		
	X1.3	0.246	0,138	Valid		
	X1.4	0.354	0,138	Valid		

	X1.5	0.437	0,138	Valid		
	X1.6	0.296	0,138	Valid		
	X1.7	0.708	0,138	Valid		
	X1.8	0.685	0,138	Valid		
	X1.9	0.273	0,138	Valid		
	X1.10	0.357	0,138	Valid		
	X1.11	0.685	0,138	Valid		
	X1.12	0.451	0,138	Valid	.690	Reliable
	X1.13	0.678	0,138	Valid		
	X1.14	0.518	0,138	Valid		
X2	X2.1	0.458	0,138	Valid		
	X2.2	0.445	0,138	Valid		
	X2.3	0.353	0,138	Valid		
	X2.4	0.405	0,138	Valid		
	X2.5	0.343	0,138	Valid		
	X2.6	0.259	0,138	Valid	.611	Reliable
	X2.7	0.391	0,138	Valid		
	X2.8	0.432	0,138	Valid		
	X2.9	0.348	0,138	Valid		
	X2.10	0.484	0,138	Valid		
	X2.11	0.511	0,138	Valid		
	X2.12	0.381	0,138	Valid		
Y	Y1	0.382	0,138	Valid		
	Y2	0.394	0,138	Valid		
	Y3	0.329	0,138	Valid		
	Y4	0.310	0,138	Valid		
	Y5	0.445	0,138	Valid		
	Y6	0.405	0,138	Valid		
	Y7	0.398	0,138	Valid		
	Y8	0.398	0,138	Valid	.633	Reliable
	Y9	0.433	0,138	Valid		
	Y10	0.475	0,138	Valid		
	Y11	0.502	0,138	Valid		
	Y12	0.368	0,138	Valid		

Y13	0.286	0,138	Valid
Y14	0.321	0,138	Valid

Table 1 showed that the variables of job satisfaction, work motivation, and loyalty have valid criteria on all question items based on RCount which was higher than RTable of 0.138. Meanwhile, for the reliability test, from table 1 it can be seen that the Cronbach's Alpha value for all variables exceeds the value of 0.60. Thus, it can be said that the questionnaire is reliable because it has a Cronbach's Alpha value was higher than 0.60.

Normality Test

The normality test is a form of testing to determine whether the data taken is normally distributed or not. The normality test can be done using the Kolmogrov-Smirnov test with the following results:

Table 2
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		30
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	7.06552509
Most Extreme	Absolute	.055
Differences	Positive	.055
	Negative	-.039
Test Statistic		.055
Asymp. Sig. (2-tailed)		.30[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Based on table 2 of the kolmogorov-smirnov test results above, it can be seen that the asymp.sig value has an $\alpha> 0.05$ value. This shows that the data in this study are normally distributed and the regression model is suitable for predicting the dependent variable, namely performance improvement based on the input of independent variables, namely job satisfaction, work motivation, and loyalty. Then the research data is suitable for use as research.

Multicollinearity Test

Multicollinearity test is a test that aims to detect the presence or absence of multicollinearity symptoms in a data. This test looks at the Tolerance value and Variance Inflation Factor (VIF). If the Tolerance value <0.1 and the VIF value> 10 means there is a possibility of a multicollinearity problem.

Table 3
Multicollinearity Test Result

	Collinearity Statistics	
Model	Tolerance	VIF

Model		Tolerance	VIF
1	(Constant)		
	Job Satisfaction	.991	1.009
	Work Motivation	.991	1.009
	Loyalty	.991	1.009

a. Dependent Variable: Performance Improvement

From Table 3, it can be seen that the Tolerance value of all independent variables is 0.991, while the VIF value of all independent variables is 1.009. This shows that the research data does not have multicollinearity problems.

Heteroscedasticity Test

The heteroscedasticity test is a test that functions to find out about the inequality of residual variances between one observation and another that occurs in a regression model.

Table 4
Heteroscedasticity Test Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.543	2.254		3.791	.000
	Job Satisfaction	-.028	.030	-.068	-.932	.353
	Work Motivation	-.039	.052	-.054	-.740	.460
	Loyalty	-.025	.075	-.042	-.334	.740

a. Dependent Variable: Abs_RES

By using the Glejser test, the significance value is greater than 0.05 or 0.353, 0.460 and 0.740 were higher than 0.05. Thus, there are no symptoms of heteroscedasticity in this regression model.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine how much influence between the influence of the independent variables, namely service excellence and facilities on the dependent variable, namely taxpayer satisfaction. The data was analyzed using the help of SPSS version 25, and the following results were obtained.

Table 5
Multiple Linear Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	38.937	3.566		10.918	.000
	Job Satisfaction	.123	.056	.154	2.184	.000
	Work Motivation	.228	.056	.282	4.078	
	Loyalty	.274	.097	.300	2.812	.007

a. Dependent Variable: Performance Improvement

Based on the test results in the table above, the regression equation Y = 38.937 + 0.123X1 + 0.228X2 + 0.274X3 is obtained. From this equation it can be explained that:

1. The constant of 38.937 means that if the variables of job satisfaction (X1), work motivation (X2), and loyalty (X3) do not exist, then there has been an increase in performance value (Y) of 38.937.
2. The regression coefficient of job satisfaction (X1) is 0.123. A positive coefficient means that there is a positive relationship between job satisfaction and performance improvement, which means that every time there is an increase in job satisfaction of 0.123, the performance improvement will also increase by 0.123.
3. The regression coefficient of work motivation (X2) is 0.228. The positive coefficient means that there is a positive relationship between work motivation and performance improvement, which means that every time there is an increase in work motivation by 0.228, the performance improvement will also increase by 0.228.
4. The loyalty regression coefficient (X3) is 0.274. The positive coefficient means that there is a positive relationship between loyalty and performance improvement, which means that every time there is an increase in loyalty of 0.274, the performance improvement will also increase by 0.274.

Partial Test (TTest)

The TTest is used to determine whether there is a partial influence between each independent variable on the dependent variable. The independent variable is said to have a partial effect if TCount is higher than TTable. The TTable value is obtained from a significance of 0.1. Based on the results of the testing in Table 5, for the variable of job satisfaction, the calculated TCount is higher than TTable, i.e., 2.184 > 1.653. Therefore, it can be concluded that there is a significant influence between the job satisfaction variable and performance improvement, or in other words, H1 is accepted.

For the variable of work motivation, the calculated TCount is higher than TTable, i.e., 4.0783 > 1.653. Hence, it can be inferred that there is a significant influence between the work motivation variable and performance improvement, meaning H2 is accepted. For the variable of loyalty, the calculated TCount is also higher than TTable, i.e., 2.812 > 1.653. Thus, it can be concluded that there is a significant influence between the loyalty variable and performance improvement. In other words, H3 is accepted.

Simultaneous Test (F-Test)

The F-test aims to determine whether there is an influence between the independent variables (service excellence and facilities) on the dependent variable (taxpayer satisfaction) tested together (simultaneously).

Table 6
F-Test Result
ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	773.956	2	386.978	8.349	.000[b]
	Residual	9130.524	197	46.348		
	Total	9904.480	199			

a. Dependent Variable: Performance Improvement
b. Predictors: (Constant), Loyalty, Work Motivation, Job Satisfaction

Based on the test results displayed in the table above, a significance probability value of < 0.05 is obtained, which is $0.000 < 0.05$, and the calculated F-value is higher than the critical F-value, i.e., $8.349 > 3.04$. Therefore, H4 is accepted, indicating a significant influence among job satisfaction, work motivation and loyalty simultaneously on performance improvement.

Coefficient of Determination (R2)

The determination test aims to measure the extent to which the dispersion capability of independent variables (job satisfaction, work motivation, and loyalty) explains the dependent variable (performance improvement) or the figure indicating how much the dependent variable is influenced by its independent variables. Here are the results obtained.

Table 7
Coefficient of Determination (R2) Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897[a]	.804	.711	2.808

a. Predictors: (Constant), Loyalty, Work Motivation, Job Satisfaction

Based on the calculations using SPSS, it is known that the coefficient of determination obtained is 0.804. This means that 80.4% of job satisfaction, work motivation, and loyalty influence performance improvement, while the remaining 19.6% is influenced by other variables not examined in this study.

Discussion
The Influence of Job Satisfaction on Performance Improvement

The data analysis results in the study indicate that partially, job satisfaction has a positive and significant influence on performance improvement. This is in line with the research conducted by Azhari et al. (2021), which found that based on the calculation results, the significant F-value is $0.441 > 0.05$, and the R Square value is 0.015. The correlation coefficient is 0.257 or 25.7%. The result of the simple regression equation is $Y = 41.633 + 0.086X$, meaning that job satisfaction has a positive influence on performance but does not significantly affect employee performance in the Department of Labor and Transmigration of Berau Regency. Improving employee job satisfaction can still be enhanced to increase employee performance.

The Influence of Work Motivation on Performance Improvement

The data analysis results in the study indicate that partially, the variable of work motivation has a positive and significant influence on performance improvement. This is not in line with the research conducted by Maharani et al. (2023), which found that the coefficient value is 0.310 with a significance level of 0.087. Since this significance level is greater than 0.05, there is no significant influence of the motivation variable on employee performance at PT. Hasta Pusaka Sentosa in Purbalingga. From these results, it is concluded that the hypothesis has not been proven.

The Influence of Loyalty on Performance Improvement

The data analysis results in the study indicate that partially, the loyalty variable has a positive and significant influence on performance improvement. This is consistent with the research conducted by Maulida & Askiah (2020), which found that the value of $Y = 3.622 + 1.076X$. From these calculation results, a beta value of 1.076 is obtained, indicating that job loyalty significantly influences employee performance at PT Mahakam Berlian Samjaya. With a coefficient of determination (R2) of 0.586, it means that job loyalty affects employee

performance by 59%, while the remaining approximately 41% is influenced by other variables not included in this study.

D. CONCLUSION

Based on the results and discussion of the research on the influence of job satisfaction, work motivation, and loyalty on performance improvement at Éclat Beauté House Medan, the following conclusions can be drawn:

1. Partially, variable X1 (job satisfaction) has a positive and significant influence on performance improvement at Éclat Beauté House Medan. It is stated as positive because if job satisfaction improves, performance improvement will also increase. Conversely, if job satisfaction decreases, performance improvement will decrease as well.
2. Partially, variable X2 (work motivation) has a positive and significant influence on performance improvement at Éclat Beauté House Medan. It is stated as positive because if work motivation improves, performance improvement will also increase. Conversely, if work motivation decreases, performance improvement will decrease as well.
3. Partially, variable X3 (loyalty) has a positive and significant influence on performance improvement at Éclat Beauté House Medan. It is stated as positive because if loyalty improves, performance improvement will also increase. Conversely, if loyalty deteriorates, performance improvement will decrease as well.
4. Simultaneously, variables X1, X2, and X3 (job satisfaction, work motivation, and loyalty) simultaneously have a positive and significant influence on performance improvement at Éclat Beauté House Medan. It is stated as positive because if job satisfaction, work motivation, and loyalty improve, performance improvement will also increase. Conversely, if job satisfaction, work motivation, and loyalty decline, performance improvement will decrease as well.

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