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Analysis Of The Effect Of Satisfaction And Workload On Employee Performance At Samsung Store Sun Plaza Medans

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Abstract: Various factors can affect employee performance in an organization, including job satisfaction and workload. In the electronics industry, where direct interaction with customers is a key aspect, the balance between employee satisfaction and workload plays a significant role in determining productivity and service quality. Samsung Store Sun Plaza Medan is an official Samsung outlet that offers various Samsung electronic products and after-sales services to consumers, not free from the challenge of maintaining and improving employee productivity. This study uses a quantitative method with a survey approach. Data were collected through questionnaires distributed to all employees of Samsung Store Sun Plaza Medan as respondents. The population in this study was 44 employees of Samsung Store Sun Plaza Medan. The sampling technique was a saturated sample so that the number of samples was 44 respondents. The independent variables in this study were job satisfaction and workload, while the dependent variable was employee performance. The data analysis technique used was multiple linear regression to determine how much influence the two independent variables had on employee performance and was processed using SPSS software version 29.0. The results of the study indicate that partially, job satisfaction has a significant effect on employee performance with a t-count value (3.496) > t-table (2.01808) and a significance of 0.001 < 0.05. While workload does not have a significant effect on employee performance with a t-count value (0.091) < t-table (2.638) and a significance of 0.928 > 0.05. Simultaneously, job satisfaction and workload have a significant effect on employee performance with an F-count value of 14.047 > F-table 3.22 and a significance of 0.001 < 0.05. The R Square value of 0.638 indicates that job satisfaction and workload affect employee performance by 63.8%, while the remaining 36.2% is influenced by other factors not examined in this study.

Keywords: Satisfaction, Performance, Samsung Store

Introduction

The electronics industry, especially the mobile phone industry, has experienced rapid development in recent decades. Rapid technological advances and fierce competition in the global market require companies in this industry to continue to innovate and adapt to changes. One of the leading companies in this industry is Samsung Electronics, which has become a major player in the mobile phone market. Samsung is known as one of the largest manufacturers of electronics such as LCD panels, TVs, and memory chips in the world as well as the second largest telephone manufacturer in the world. However, the success and sustainability of a company depends not only on the technology and products offered, but

also on quality human resources (HR). Skilled, dedicated, and adaptable HR are valuable assets for companies to survive and compete in a dynamic global market. Without the support of reliable human resources, company activities will not be completed properly. (Darsono, 2020) in his research revealed that if the quality of the company is good, it can be said that the company is supported by good employee performance, performance has a major role in the progress of the industry.

Given the importance of human resources in determining the level of success cannot be ignored because human resources are assets of the Company or organization in carrying out its activities will always be faced with dynamic human resources and have the ability to develop in order to be able to face competition (Sudiyanto, 2020). Optimal employee performance is the key to achieving company goals and maintaining competitive advantage. According to (Sutrisno, 2019) in (Lubis & Waruwu, 2024) performance is the result of employee work seen from the aspects of quality, quantity, working time, and cooperation to achieve the goals set by the organization. Meanwhile (Kasmir, 2018) in (Lubis & Waruwu, 2024) states that performance is the result of work and actions achieved by fulfilling the tasks and responsibilities given within a certain period of time. Improving employee performance is a crucial issue. While good employee performance can improve the quality of the company. Employee evaluations must be carried out periodically to measure their performance.

The performance review process was successfully carried out to guide employee behavior in order to improve the production of high-quality services. In addition, performance reviews are carried out to inspire personnel to fulfill their responsibilities and achieve their organizational goals (Deni, 2021). Based on the vision and mission of the Samsung Store Sun Plaza Medan, which is a fairly large company, it is considered very important to increase the productivity of the performance of each employee to achieve the company's goals. (Zainai, 2019) explains that there are several reasons why companies should pay attention to job satisfaction. One of them is the humanitarian perspective that job satisfaction can create behavior that affects the functions of the company. Employees who are satisfied with their jobs tend to be more motivated, committed, and dedicated in carrying out their duties.

Conversely, dissatisfied employees can experience decreased performance, productivity, and even decide to leave the company. Therefore, companies need to ensure that employees are satisfied with their jobs. Employee job satisfaction is a factor that is considered important because it can affect the running of the organization as a whole. The satisfaction felt by employees at work is an indication that employees have a feeling of happiness in carrying out their work duties (Waruwu & Litani, 2023). On the other hand, workload can also affect employee performance. Excessive workload can cause stress, fatigue, and reduce employee productivity. Conversely, workload that is too low can cause boredom and lack of challenge, which can also have a negative impact on employee performance. Therefore, companies need to ensure that employee workload is balanced and in accordance with their abilities.

According to (Koesomowidjojo, 2017) A person's workload has been determined in the form of company work standards according to the type of work. Workload is a number of jobs given to employees or human resources to be completed within a certain period of time. Employee workload can occur in three conditions. First, the workload is according to

the standard. Second, the workload is too high (over capacity). Third, the workload is too low (under capacity). A workload that is too heavy or light will result in work inefficiency. A workload that is too light means there is excess labor.

This excess causes the organization to have to pay more employees with the same productivity so that cost inefficiency occurs. The high workload at the Samsung Store Sun Plaza Medan has a negative impact on employee performance. Workload is one of the elements that must be considered by employees to achieve harmony and high productivity, because excessive workload will cause an imbalance in employee performance.From the description of job satisfaction and workload, the author can conclude that the influence of job satisfaction and workload on employee performance is very influential, where providing an effective workload is useful for knowing the extent to which employees can be given maximum workload and its impact on the agency itself and the provision of workload which should be evenly distributed. Previous research that uses variables in this study still found many research gaps so that the variables in this study are still very interesting to study. Such as research conducted by (Niati, 2022) (Santi Octavianti, Rahmah Hamni, 2022) with the results that job satisfaction and workload affect employee performance. While research conducted by (Dzulfikar Al-Muhtadi, 2023) with the conclusion that satisfaction affects performance but workload has a negative effect on employee performance. And research (Elizabeth Fauziek and Yanuar, 2021) states that job satisfaction does not affect employee performance.

Methodology

The appropriate data analysis technique for this study is multiple linear regression analysis, which is used to test the effect of job satisfaction and workload variables on employee performance. Data collected through questionnaires will be analyzed with validity and reliability tests to ensure the accuracy of the research instrument. Furthermore, classical assumption tests such as normality, multicollinearity, and heteroscedasticity tests are carried out to ensure that the regression model meets statistical requirements. Y = a + b1 X1 + b2 X2 + e

Description:

Y = Employee Performance

a = Constant

b1 = Regression Coefficient X1

b2 = Regression Coefficient X2

X1 = Job Satisfaction

X2 = Workload

E = Standard Error

Result and Discussion

According to Ghozali (2018) Descriptive statistics provide an overview or description of data seen from the average value (mean), standard deviation, variance, maximum and minimum. Descriptive statistics describe data that will become clearer and easier to understand information. The variables used in this study are job satisfaction, workload, and employee performance. The following are the results of descriptive statistical tests for each variable:

Table 1. Results of Descriptive Statistical Analysis Tests

Descriptive Statistics	N	Minimum	Maximum	Mean	Std. Deviation
Kepuasan Kerja	44	24	50	38.98	6.763
Beban Kerja	44	19	40	29.73	5.630
Kinerja Karyawan	44	42	60	52.48	5.428
Valid N (listwise)	44				

From the output results in table 4.5 above, it shows that the Job Satisfaction variable has a minimum respondent value of 24 and a maximum of 50, with an average total answer of 38.98 and a standard deviation of 6.73. The Workload variable has a minimum respondent value of 24 and a maximum of 40 with an average total answer value of 29.73 and a standard deviation of 5.630. The Employee Performance variable has a minimum respondent value of 42 and a maximum of 60, with an average total answer value of 52.48 and a standard deviation of 85.428.

Data Validity Test

According to (Ghozali 2016) the validity test is intended to measure the extent to which the variables used actually measure what should be measured. This validity test is used to determine the feasibility of the items in the questionnaire. The validity test is used to measure the validity or otherwise of a questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that will be measured by the questionnaire. Validity testing is done by comparing the calculated r value with the r table value with a degree of freedom (df) = n-2 with an alpha of 0.05. If the calculated r is greater than the r table and the value is positive, then the question item or indicator is declared valid. The following is a detailed table of validity test results for each variable used in this study.

Table 2. Results of Job Satisfaction Data Validity Test (X1)

Correlations

		X1.1	X1.2	X1.3	X1.4	X1.5	X1.6	X1.7	X1.8	X1.9	X1.10	Kepuasan Kerja
X1.1	Pearson Correlation	1	.833**	.811**	.853**	.884**	.885**	.755**	.737**	.209	.243	.895**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	.174	.112	<.001
	N	44	44	44	44	44	44	44	44	44	44	44
X1.2	Pearson Correlation	.833**	1	.814**	.828**	.779**	.864**	.735**	.714**	.285	.266	.887**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001	<.001	<.001	.061	.081	<.001
	N	44	44	44	44	44	44	44	44	44	44	44
X1.3	Pearson Correlation	.811**	.814**	1	.807**	.799**	.811**	.652**	.711**	.293	.273	.871**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001	<.001	<.001	.053	.073	<.001
	N	44	44	44	44	44	44	44	44	44	44	44
X1.4	Pearson Correlation	.853**	.828**	.807**	1	.835**	.719**	.775**	.795**	.178	.148	.852**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001	<.001	<.001	.247	.336	<.001
	N	44	44	44	44	44	44	44	44	44	44	44
X1.5	Pearson Correlation	.884**	.779**	.799**	.835**	1	.808**	.726**	.742**	.215	.211	.865**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001	<.001	<.001	.160	.169	<.001
	N	44	44	44	44	44	44	44	44	44	44	44
X1.6	Pearson Correlation	.885**	.864**	.811**	.719**	.808**	1	.666**	.614**	.371*	.383*	.901**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001		<.001	<.001	.013	.010	<.001
	N	44	44	44	44	44	44	44	44	44	44	44
X1.7	Pearson Correlation	.755**	.735**	.652**	.775**	.726**	.666**	1	.922**	.170	.196	.799**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001		<.001	.270	.203	<.001
	N	44	44	44	44	44	44	44	44	44	44	44
X1.8	Pearson Correlation	.737**	.714**	.711**	.795**	.742**	.614**	.922**	1	.133	.133	.783**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001		.389	.388	<.001
	N	44	44	44	44	44	44	44	44	44	44	44
X1.9	Pearson Correlation	.209	.285	.293	.178	.215	.371*	.170	.133	1	.874**	.528**
	Sig. (2-tailed)	.174	.061	.053	.247	.160	.013	.270	.389		<.001	<.001
	N	44	44	44	44	44	44	44	44	44	44	44
X1.10	Pearson Correlation	.243	.266	.273	.148	.211	.383*	.196	.133	.874**	1	.529**
	Sig. (2-tailed)	.112	.081	.073	.336	.169	.010	.203	.388	<.001		<.001
	N	44	44	44	44	44	44	44	44	44	44	44
Kepuasan Kerja	Pearson Correlation	.895**	.887**	.871**	.852**	.865**	.901**	.799**	.783**	.528**	.529**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	44	44	44	44	44	44	44	44	44	44	44

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Based on the results of table 4.6 above, it shows that all questions on the job satisfaction variable can be said to be valid, because each question item has a calculated r value greater than the r table (0.297). This shows that each question on the job satisfaction variable can be used as a research variable.

Table 3. Results of Workload Data Validity Test (X2)

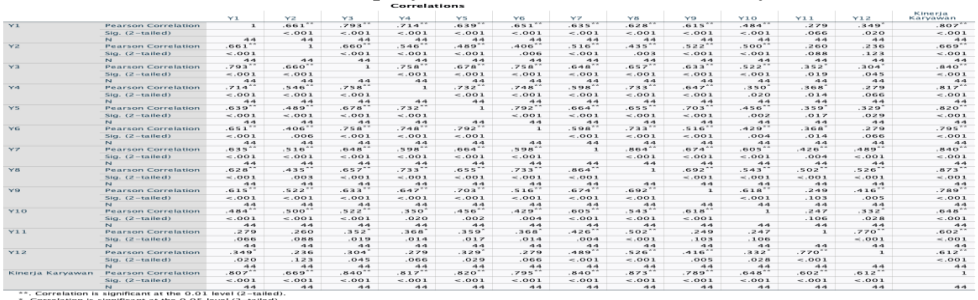
Correlations

		X2.1	X2.2	X2.3	X2.4	X2.5	X2.6	X2.7	X2.8	Beban Kerja
X2.1	Pearson Correlation	1	.615**	.381*	.283	.299*	.278	.316*	.420**	.594**
	Sig. (2-tailed)		<.001	.011	.063	.049	.068	.036	.005	<.001
	N	44	44	44	44	44	44	44	44	44
X2.2	Pearson Correlation	.615**	1	.652**	.432**	.021	.498**	.566**	.669**	.768**
	Sig. (2-tailed)	<.001		<.001	.003	.891	<.001	<.001	<.001	<.001
	N	44	44	44	44	44	44	44	44	44
X2.3	Pearson Correlation	.381*	.652**	1	.646**	.194	.611**	.697**	.686**	.841**
	Sig. (2-tailed)	.011	<.001		<.001	.207	<.001	<.001	<.001	<.001
	N	44	44	44	44	44	44	44	44	44
X2.4	Pearson Correlation	.283	.432**	.646**	1	.307*	.757**	.552**	.564**	.775**
	Sig. (2-tailed)	.063	.003	<.001		.043	<.001	<.001	<.001	<.001
	N	44	44	44	44	44	44	44	44	44
X2.5	Pearson Correlation	.299*	.021	.194	.307*	1	.173	.256	.227	.366*
	Sig. (2-tailed)	.049	.891	.207	.043		.262	.094	.139	.015
	N	44	44	44	44	44	44	44	44	44
X2.6	Pearson Correlation	.278	.498**	.611**	.757**	.173	1	.731**	.722**	.818**
	Sig. (2-tailed)	.068	<.001	<.001	<.001	.262		<.001	<.001	<.001
	N	44	44	44	44	44	44	44	44	44
X2.7	Pearson Correlation	.316*	.566**	.697**	.552**	.256	.731**	1	.869**	.850**
	Sig. (2-tailed)	.036	<.001	<.001	<.001	.094	<.001		<.001	<.001
	N	44	44	44	44	44	44	44	44	44
X2.8	Pearson Correlation	.420**	.669**	.686**	.564**	.227	.722**	.869**	1	.880**
	Sig. (2-tailed)	.005	<.001	<.001	<.001	.139	<.001	<.001		<.001
	N	44	44	44	44	44	44	44	44	44
Beban Kerja	Pearson Correlation	.594**	.768**	.841**	.775**	.366*	.818**	.850**	.880**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.015	<.001	<.001	<.001	
	N	44	44	44	44	44	44	44	44	44

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Based on the results of table 4.7 above, it shows that all questions on the workload variable can be said to be valid, because each question item has a calculated r value greater than the r table (0.297). This shows that each question on the workload variable can be used as a research variable.

Table 4. Results of Employee Performance Data Validity Test (Y)



Based on the results of table 4.8 above, it shows that all questions on employee performance variables can be said to be valid, because each question item has a calculated r value greater than r table (0.297). This shows that each question on the employee performance variable can be used as a research variable.

Data Reliability Test

According to Ghozali (2016:47), the reliability test is used to measure that the variables used are completely free from errors so that they produce consistent results even though they are tested many times. The results of the reliability test with the help of SPSS will produce Cronbach Alpha. An instrument can be said to be reliable if it has a Cronbach Alpha of more than 0.70. The following are the results of the reliability test:

Table 5. Results of the Job Satisfaction Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.824	11

The results of the reliability test of the job satisfaction variable have a Cronbach Alpha value of 0.824. Therefore, the job satisfaction variable is said to be reliable because it has a Cronbach Alpha value > 0.70.

Table 6. Results of the Workload Reliability Test

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.889	8

The results of the workload variable reliability test have a Cronbach Alpha value of 0.889. Therefore, the workload variable is said to be reliable because it has a Cronbach Alpha value > 0.70.

Table 7. Employee Performance Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	**N of Items**
.929	12

The results of the reliability test of the job satisfaction variable have a Cronbach Alpha value of 0.929. Therefore, the job satisfaction variable is said to be reliable because it has a Cronbach Alpha value > 0.70.

Results of the Normality Test

According to Ghozali (2016; 154) the normality test is carried out to test whether in the regression model the independent variable and the dependent variable or both have a normal distribution or not. If the variable is not normally distributed, the results of the statistical test will decrease. The data normality test can be carried out using One Sample Kolmogorov Smirnov, namely with the provision that if the significant value is above 0.05, the data is normally distributed. Meanwhile, if the results of One Sample Kolmogorov Smirnov show a significant value below 0.05, the data is not normally distributed. The normality test in this study was carried out on 44 respondents with the following graphic output results:

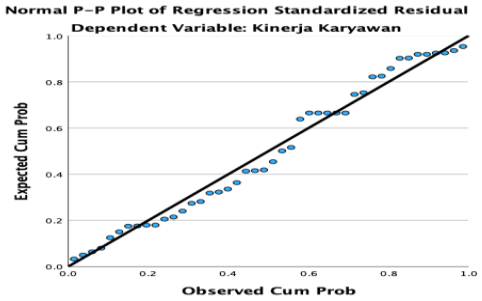


Figure 1. P-Plot of Normality Test Results

Based on the output results of the structural equation I above, it can be seen that the points above are spread following the diagonal line, which means that the regression assumption model meets the normality assumption test and the regression model is suitable for analyzing the influence of independent variables (job satisfaction and workload) on the dependent variable (employee performance).

Table 8. Results of the One-Sample Kolmogorov-Smirnov Test Normality Test

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			44
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		4.18141766
Most Extreme Differences	Absolute		.089
	Positive		.083
	Negative		-.089
Test Statistic			.089
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.492
	99% Confidence Interval	Lower Bound	.480
		Upper Bound	.505

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on the output results of the structure table I above, the Unstandardized Residual value obtained an Asymp.Sig. (2-tailed) value of 0.200 > 0.05, meaning that the data is normally distributed.

Multicollinearity Test Results

According to Ghozali (2016:103), the multicollinearity test is a classical assumption test to test whether there is a correlation between independent variables in a study. The multicollinearity test can be seen from the tolerance value or Variance Inflation Factor (VIF). A normal regression model has a tolerance value limit of more than 0.10, while the VIF value limit is less than 10 and has a number close to 1. If the tolerance value is below 0.10 or the VIF value is above 10, multicollinearity occurs.

Table 9. Multicollinearity Test Results

Coefficients[a]

Model		**Collinearity Statistics**	
		Tolerance	**VIF**
1	Kepuasan Kerja	.452	2.211
	Beban Kerja	.452	2.211

a. Dependent Variable: Kinerja Karyawan

Based on the output results of structure I in table 4.10 above, the job satisfaction tolerance value is 0.452 and the VIF value is 2.211. Furthermore, the workload tolerance value is 0.452 and the VIF value is 2.211. This means that there is no multicollinearity because each variable has a VIF value <10.00 and a tolerance value> 0.10.

Heteroscedasticity Test Results

According to Ghozali (2016), the heteroscedasticity test is a classical assumption test to test whether there is inequality in the variance of one residual with another residual in the regression model, a good regression model is that the variance of each residual is the same or constant which is also called homoscedasticity. To find out whether or not there is heteroscedasticity, you can use a scatterplots graph, this is if the points on the graph are spread randomly, it can be concluded that there is no heteroscedasticity in the regression model.

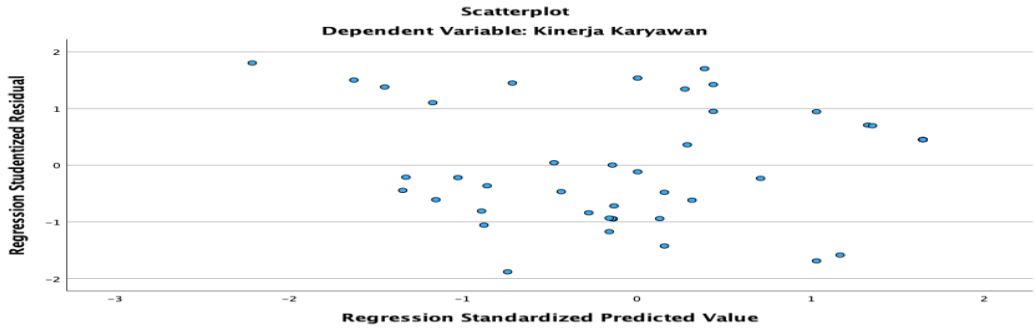


Figure 2. Scatterplot of Heteroscedasticity Test Results

Based on the scatterplot structure image above, the points are randomly spread above and below 0 on the Y axis. So it can be concluded that there is no heteroscedasticity in the regression model.

Multiple Linear Regression Analysis

Multiple regression analysis is used to analyze the hypothesis about the influence of independent variables on dependent variables. The test results provide the following regression equation coefficient values:

Table 10. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	32.443	3.944		8.227	<.001
	Kepuasan Kerja	.502	.144	.625	3.496	.001
	Beban Kerja	.016	.172	.016	.091	.928

a. Dependent Variable: Kinerja Karyawan

The results of the study that have been seen in the following equation:
Employee performance = 32.443 + 0.502 job satisfaction + 0.016 workload Based on the regression equation, it can be seen the analysis of the influence of organizational commitment and compensation on 19 employee job satisfaction, namely:

a. The regression coefficient value of the job satisfaction variable (X1) of 0.502 is positive, which means that every increase in job satisfaction increases employee performance.
b. The regression coefficient value of the workload variable (X2) of 0.016 is positive, which means that every increase in workload increases employee performance.

Result of t-Test (Partial)

The hypothesis in this study is tested for its truth using a partial test on the regression model. The test is carried out by looking at the level of significance (pvalue0 calculated results. If the level of significance resulting from the calculation is 0.05, the hypothesis is accepted, while if the level of significance calculated is greater than 0.05, the hypothesis is rejected. After that, a comparison is also used between the calculated t and the t table, which if the calculated t> t table, the hypothesis will be accepted, otherwise if the calculated t <t table, the hypothesis will be rejected. The table value is calculated using the formula t (a/2; n-k-1) t table value (0.05/2; 44-3-1) = (0.025; 42), then the t table value is obtained, namely: 2.01808. Based on the hypothesis, it can be seen in the following table;

Table 11. Results of t-Test (Partial)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	32.443	3.944		8.227	<.001
	Kepuasan Kerja	.502	.144	.625	3.496	.001
	Beban Kerja	.016	.172	.016	.091	.928

a. Dependent Variable: Kinerja Karyawan

Based on table 4.15 on the t-test statistics consisting of job satisfaction (X1), and workload (X2) can be partially known its influence on employee performance (Y):

1) The job satisfaction variable shows a t-count value greater than ttable (3.496) > (2.01808) or sig α = 0.001 < 0.05, meaning that the job satisfaction variable has an effect on employee performance.
2) The workload variable shows a t-count value smaller than ttable (0.091) < (2.638) or sig $\alpha = 0.928 > 0.05$, meaning that the workload variable does not have an effect on employee performance.

F Test Results (Simultaneous)

According to Ghozali (2016) the F test is conducted to prove whether the independent variables simultaneously have an effect on the dependent variable. The following are the test results using IBM SPSS 29:

Table 12. F Test Results (Simultaneous)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	515.154	2	257.577	14.047	<.001[b]
	Residual	751.823	41	18.337		
	Total	1266.977	43			

a. Dependent Variable: Kinerja Karyawan

b. Predictors: (Constant), Beban Kerja, Kepuasan Kerja

Results of the Determination Coefficient Test (R2)

According to Ghozali (2018), the determination coefficient (R2) is used to measure the extent to which the ability to explain variations in dependent variables is achieved. In the SPSS output, the value of the determination coefficient is the Adjusted R2 value. The following are the test results using IBM SPSS 29.

Table 13. Results of the Determination Coefficient Test (R2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.638[a]	.407	.378	4.282

a. Predictors: (Constant), Beban Kerja, Kepuasan Kerja

b. Dependent Variable: Kinerja Karyawan

Based on the table above, it can be seen that the adjusted determination coefficient (R Square) of 0.638 gives the understanding that the variation that occurs in the Y variable (Employee Performance) is 63.8% influenced by the job satisfaction variable and the remaining workload of 36.2% is determined by other factors such as those not included in this study.

Discussion

Relationship between Job Satisfaction and Employee Performance

Based on the test results, the calculated t value is 3.496> 2.01808 against the t table and the significant value or probability is 0.001 <significant level of 5% or 0.05, meaning that there is a positive and significant influence between the variables of job satisfaction and employee performance. Thus, the hypothesis is accepted, which states that job satisfaction has a significant positive effect on employee performance at the Samsung Store Sun Plaza Medan. In other words, the higher the level of employee job satisfaction, the higher the performance they produce. When an employee feels satisfied with their job, their intrinsic motivation will increase. This encourages them to give maximum performance, show higher dedication, and proactively look for ways to optimize their contribution to the company. The mechanism for improving performance through job satisfaction occurs through psychological aspects. Job satisfaction creates a strong sense of belonging to the organization. Employees are no longer just carrying out their duties, but feel like they are an integral part of the Samsung Store ecosystem.

Relationship between Workload and Employee Performance

Based on the test results, the t-value is 0.091 <2.01808 against the t-table and the significant value or probability is 0.928 at a significant level of 5% or 0.05, meaning that there is no significant influence between the variables of workload influence on employee performance. Thus, the hypothesis is rejected, that workload does not have a significant positive effect on employee performance at the Samsung Store Sun Plaza Medan. The results of the study indicate that workload does not have a significant positive effect on employee performance at the Samsung Store Sun Plaza Medan, which indicates that the high and low workload given to employees does not directly impact the increase or decrease in their performance. This finding can be explained because Samsung Store Sun Plaza Medan

employees have a clear and structured division of tasks, and are supported by a good management system in managing work allocation, so that the existing workload can be managed effectively and does not interfere with work productivity. This also shows that employees have been able to adapt to the demands of their jobs and have adequate ability to manage the workload given, so that it does not significantly affect the quality of their performance.

Relationship between Job Satisfaction and Workload on Employee Performance

Based on the results of the tests that have been carried out, the F count value is 14.047> Ftable 3.22 with a significance result of 0.001 <0.05. This shows that job satisfaction and workload together have a significant influence on employee performance at the Samsung Store Sun Plaza Medan. Job satisfaction is an important factor that influences employee motivation and productivity. When employees are satisfied with working conditions, compensation, relationships with coworkers, and career development opportunities, they tend to show better performance and have a high commitment to the company. On the other hand, the results of the study showed that workload did not have a significant positive effect on employee performance. This finding suggests that the high or low workload given to employees does not directly affect their level of performance in the workplace. However, when both variables were tested simultaneously or together, it was found that job satisfaction and workload together had a significant influence on employee performance at the Samsung Store Sun Plaza Medan. The results of the study show that when job satisfaction is high and workload is well managed, the performance of Samsung Store Sun Plaza Medan employees will increase significantly. This is reflected in the improvement of service quality, work efficiency, and achievement of sales targets.

Conclusion

Based on the results of the research and discussion, the following conclusions can be drawn:

a. The job satisfaction variable partially has a positive and significant effect on the employee performance variable at the Samsung Store Sun Plaza Medan.
b. The workload variable partially does not have a positive and significant effect on the employee performance variable at the Samsung Store Sun Plaza Medan.
c. The job satisfaction and workload variables simultaneously have a positive and significant effect on the employee performance variable at the Samsung Store Sun Plaza Medan.

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