

**THE IMPLEMENTATION OF DIGITALIZATION
AND ITS IMPACT ON EMPLOYEE JOB
SATISFACTION AT THE HEADQUARTERS OF
SULUTGO BANK**

THESIS

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By :
LEIF REANDLIE BINALAI
NIM. 20053054

**MANADO STATE OF POLYTECHNIC
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CHAPTER 1 INTRODUCTION

1.1. Rationale And Statement Of Problem

According to KBBI (Kamus Besar Bahasa Indonesia), digitalization is using or implementing digital systems. It has recently grown to be a significant element in the change of numerous industries, including banking. A significant bank in the area, SulutGo Bank, is also impacted by this pattern. Digital technology in banking seeks to raise overall efficiency, simplify processes, and enhance service quality. Furthermore, the effects of digitization at the bank's headquarters extend beyond bettering operations and impact employee job satisfaction.

Digitalization offers many chances to improve output and job satisfaction, but it also brings several difficulties. SulutGo Bank employees to become accustomed to new digital technologies, they require sufficient training and assistance. Effective change management techniques are also required to guarantee seamless transitions and lessen opposition to change. The bank also needs to address privacy and data security issues, which are critical in the digital age.

The banking sector is at the forefront of digital technology adoption, embracing advancements like mobile apps, online banking, and advanced data analytics. These technology developments have significantly increased worker productivity and operational efficiency, particularly at the corporate level. Adopting digitalization at SulutGo Bank is expected to influence employee job satisfaction significantly. For SulutGo Bank, adopting digital transformation is

not only a competitive necessity but also a strategic move to improve its market position and operational efficiency.

The transition to digital systems has important implications for employee job satisfaction. Digital tools can automate tedious tasks, decrease errors, and improve staff communication and collaboration. According to the author's previous observations, the use of digitalization has been adopted by only a few employees. The author shows some evidences including : 1) Direct observations of day-to-day work habits reveal that there is an inconsistency in the adoption and use of digital systems among employees.

Digital platforms for data processing, workflow management, and internal communication have the potential to increase the job satisfaction at SulutGo Bank headquarters by allowing staff members to concentrate on higher-value tasks. However, the move necessitates personnel adjusting to new technologies, which may include a learning curve and initial disruptions. According to author's previous observations

A key component of employee performance and retention is job satisfaction. At SulutGo Bank headquarters, the effects of digitization on job satisfaction might take many different forms. Digital tools have the potential to enhance job satisfaction by mitigating stress related to workload, fostering flexibility in work environments, and presenting avenues for skill enhancement. However, the quick speed of technological advancement can also result in job instability, more pressure to keep up with skill updates, and a feeling of alienation among workers who find it difficult to adjust.

Understanding the impact of digitization on employees work satisfaction is critical for SulutGo Bank as it embarks on its digital transformation journey. By investigating these effects, the bank may devise methods to maximize the benefits of digitalization while mitigating its drawbacks. This thesis aims to provide insights into how digitalization affects employees at SulutGo Bank's headquarters, as well as ideas to improve job satisfaction in an increasingly digital work environment,

Based on the background above, the author are interested in conducting further research about the impact's of digitalization in the headquarters of SulutGo Bank. Therefore, the author wants to conduct a research with the title "**The Implementation Of Digitalization And Its Impact On Employee Job Satisfaction At The Headquarters Of Sulutgo Bank**"

1.2. Identification Of The Problem

Concerning the background of the problem above, the author identify the problem identification as follow :

1. It seems that the implementation of digital systems is not implemented well at SulutGo Bank
2. There seems to be inconsistent adoption and use of digital systems among SulutGo Bank employees.
3. It seems that there is no relationship between digitalization and job satisfaction at the headquarters of SulutGo Bank

1.3. Limitation Of The Problem

In this research, the author focuses on investigating the impact of digitalization on employee job satisfaction only in the headquarters of SulutGo Bank. The study concentrates on 12 out of 18 divisions within the headquarters.

1.4. Formulation Of The Problem

According to the limitation of the problem above, the author formulates the research problems as follows:

1. How is digitalization being implemented at the headquarters of SulutGo Bank?
2. How the employee job satisfaction impacted brought by the digitalization system at SulutGo Bank's headquarters?
3. Is there an impact and correlation of digitalization on employee job satisfaction at the Headquarters of SulutGo Bank?

1.5. Objectives And Significances Of The Research

1. Objectives

Considering the relevance of the problem at hand, this research aims to directly address the impact of digitalization on employee job satisfaction at SulutGo Bank headquarters.

- 1) To examine the relationship between digitalization and job satisfaction among employees at SulutGo Bank headquarters.
- 2) To find out the impact of the digitalization system on employee job satisfaction at the headquarters of SulutGo Bank.
- 3) To find out the relation and impact of digitalization system on employee job satisfaction at the headquarters of SulutGo Bank

2. Significances

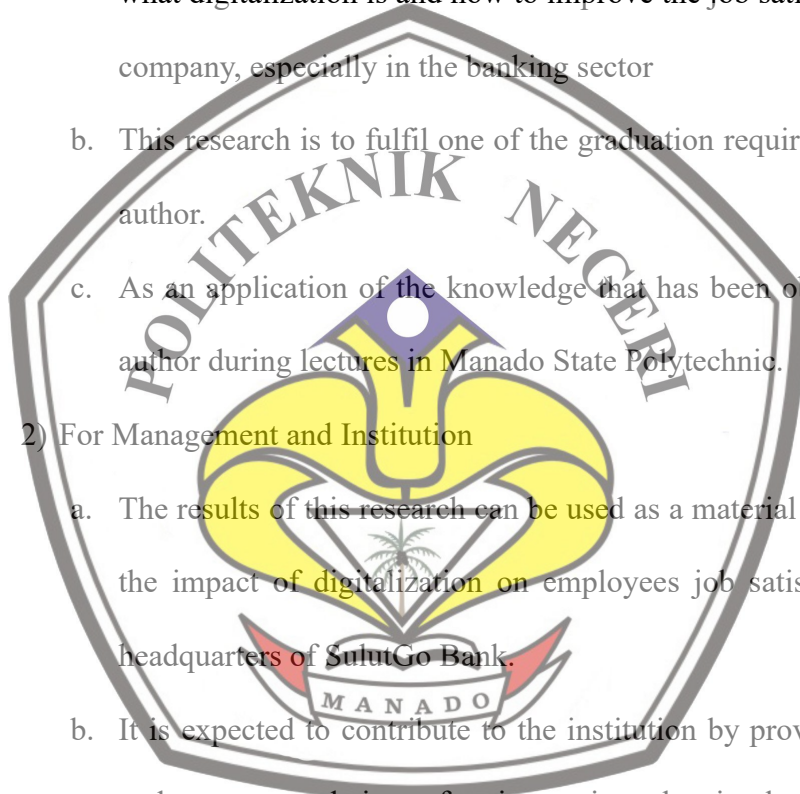
The results of this research the author expected to provide benefits such as :

1) For author

- a. This research is beneficial for the authors in terms of adding new insight as well as increasing awareness about digitalization, such as what digitalization is and how to improve the job satisfaction in the company, especially in the banking sector
- b. This research is to fulfil one of the graduation requirements for the author.
- c. As an application of the knowledge that has been obtained by the author during lectures in Manado State Polytechnic.

2) For Management and Institution

- a. The results of this research can be used as a material for evaluating the impact of digitalization on employees job satisfaction at the headquarters of SulutGo Bank.
- b. It is expected to contribute to the institution by providing insights and recommendations for improving the implementation and management of digital systems to enhance employees' job satisfaction.



3) For Lecturer and Institution

- a. The results of this research can add to the existing knowledge on the impact of digitalization in the banking sector, particularly focusing on employee's job satisfaction.
- b. It can serve as a reference for future research on similar topics, providing a basis for further exploration and study in the area of digital transformation and human resource management

4) For Students

- a. It is expected to increase knowledge and information for students about the impact of digital transformation
- b. It can be used as reference material for the literature as well as a reference for comparison in conducting further studies related to digitalization and its impact on employee's job satisfaction in the banking sector

