

RINGKASAN

Pengaruh Pelatihan Terhadap Kepuasan Kerja dan Komitmen Organisasi Untuk Menumbuhkan *Service Effort* Pada Karyawan Mandarin Oriental Hotel Majapahit, Surabaya

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Meningkatnya persaingan dalam industri perhotelan, menyebabkan semakin banyak hotel menerapkan strategi pemasaran baru yang lebih fokus pada pelanggan, serta meningkatkan kepuasan dan loyalitas pelanggan. Tujuan dari studi ini adalah : 1) mengkaji, menganalisis dan menemukan pengaruh langsung pelatihan terhadap kepuasan intrinsik dari karyawan Mandarin Oriental Hotel Majapahit Surabaya; 2) mengkaji, menganalisis dan menemukan pengaruh langsung pelatihan terhadap komitmen organisasi dari karyawan Mandarin Oriental Hotel Majapahit Surabaya; 3) mengkaji, menganalisis dan menemukan pengaruh langsung kepuasan intrinsik terhadap komitmen organisasi dari karyawan Mandarin Oriental Hotel Majapahit Surabaya; dan 4) Untuk mengkaji, menganalisis dan menemukan pengaruh langsung komitmen organisasi terhadap *service effort* dari karyawan Mandarin Oriental Hotel Majapahit Surabaya.

Variabel eksogen dalam penelitian ini adalah pelatihan, sedangkan variabel endogennya adalah: kepuasan intrinsik, komitmen organisasi dan *service effort*. Populasi dalam penelitian ini karyawan Mandarin Oriental Hotel Majapahit Surabaya yang berhubungan langsung dengan pelanggan dan sudah menjadi karyawan minimal satu tahun. Sedangkan teknik pengambilan sampel dilakukan dengan cara *random sampling* dan didapatkan sampel sebanyak 129 responden. Teknik analisis yang digunakan adalah *Structural Equation Modeling* (SEM) dengan menggunakan program *Software AMOS 4.01*.

Hasil penelitian ini adalah: 1) Pelatihan berpengaruh langsung dan signifikan terhadap kepuasan intrinsik dari karyawan Mandarin Oriental Hotel Majapahit Surabaya; 2) Pengaruh langsung pelatihan terhadap komitmen organisasi dari karyawan Mandarin Oriental Hotel Majapahit Surabaya tidak signifikan; 3) Kepuasan intrinsik berpengaruh langsung dan signifikan terhadap

komitmen organisasi dari karyawan Mandarin Oriental Hotel Majapahit Surabaya; 4) Komitmen organisasi berpengaruh langsung dan signifikan terhadap *service effort* dari karyawan Mandarin Oriental Hotel Majapahit Surabaya; dan 5) Model pengaruh pelatihan terhadap kepuasan intrinsik, pengaruh kepuasan intrinsik terhadap komitmen organisasi, dan pengaruh komitmen organisasi terhadap *service effort* karyawan Mandarin Oriental Hotel Majapahit Surabaya adalah model yang *fit* dan valid.



SUMMARY

The Effect of Training to Intrinsic Jobs Satisfaction and Organization Commitment to Develop Service Effort of Mandarin Oriental Hotel Majapahit, Surabaya Employees

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The increasing of competitions in hotel industries, many hotels practice the new marketing strategies that's more focusing on customers, to increase both customers satisfaction and their loyalty. The objectives of the recent research are to find out and to analyze : (1) the direct effect of training on intrinsic jobs satisfaction ; (2) the direct effect of training on organization commitment; (3) the direct effect of intrinsic jobs satisfaction on organization commitment; (4) the direct effect organization commitment on the service effort of Mandarin Oriental Hotel Majapahit, Surabaya employees.

The exogenous variable in this research is training, and the endogenous variables are intrinsic jobs satisfaction, organization commitment and service effort. The population of the research is all employees of Mandarin Oriental Hotel Majapahit Surabaya who closely work to serve customers and have worked at least a year. The samples are taken on the basis of *random sampling* technique and the final sample cover 129 employees. The data collected is analyzed by using *Structural Equation Modeling* (SEM) with AMOS 4.01. *Software*.

The result shows that : (1) the direct effect of training on intrinsic jobs satisfaction of Mandarin Oriental Hotel Majapahit, Surabaya employees is significant; (2) the direct effect of training on organization commitment of Mandarin Oriental Hotel Majapahit, Surabaya employees is not significant; (3) the direct effect of intrinsic jobs satisfaction on organization commitment of Mandarin Oriental Hotel Majapahit, Surabaya employees is significant; (4) the direct effect organization commitment on the employee service effort of Mandarin Oriental Hotel Majapahit, Surabaya employees is significant; (5) the model of training effect on intrinsic jobs satisfaction, the effect of intrinsic jobs satisfaction on organization commitment, and the effect of organization commitment on service effort of Mandarin Oriental Hotel Majapahit, Surabaya employees is fit and valid.

ABSTRACT

The Effect of Training to Intrinsic Jobs Satisfaction and Organization Commitment to Develop Service Effort of Mandarin Oriental Hotel Majapahit, Surabaya Employees

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The objectives of the recent research are to find out and to analyze : (1) the direct effect of training on intrinsic jobs satisfaction ; (2) the direct effect of training on organization commitment; (3) the direct effect of intrinsic jobs satisfaction on organization commitment; (4) the direct effect organization commitment on the service effort of Mandarin Oriental Hotel Majapahit, Surabaya employees.

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The result shows that : (1) the direct effect of training on intrinsic jobs satisfaction is significant; (2) the direct effect of training on organization commitment is not significant; (3) the direct effect of intrinsic jobs satisfaction on organization commitment is significant; (4) the direct effect organization commitment on the employee service effort is significant; (5) the model of training effect on intrinsic jobs satisfaction, the effect of intrinsic jobs satisfaction on organization commitment, and the effect of organization commitment on service effort of Mandarin Oriental Hotel Majapahit Surabaya employees is fit and valid.

Key words: training, intrinsic jobs satisfaction, organization commitment and service effort.