SUMMARY

INDRA HARIMURTI SARTONO PRABOWO. The Relationship Between Corporate Culture to Work Motivation and Satisfaction Employee of Papyrus Tropical Hotel Bogor. Supervised by UJANG SUMARWAN and RETNANINGSIH.

Papyrus Tropical Hotel is a three star hotel located in the city of Bogor. In the face of competition, the management of Papyrus Tropical Hotel realize the importance of human resource contributions to the company in achieving the goals, vision and mission. Corporate culture is one way that can be used to achieve the goals, vision and mission of company. Corporate culture can not be separated from other factors that influence such motivation and work satisfaction employee. The purpose of this research are to analyze the perceptions of employee about corporate culture, motivation and work satisfaction; to analize the relationship between corporate culture with motivation and work satisfaction employee and formulate the efforts needed Papyrus Tropical Hotel in order to strengthen the corporate culture so as to improve motivation and work satisfaction employee.

The study was conducted in Papyrus Tropical Hotel located in Perdana Raya Street Kav. 12, Budi Agung Housing Bogor, West Java in June-July 2012. The approach used in this research is descriptive and correlational survey method approach. Descriptive method aims to provide a picture of something that is ongoing at the time of the study, or to answer questions concerning anything at the time being the process of research. Research using a survey method with the correlational approach, the research is designed to obtain information about the relationship between different variables in a population. Data and information gathering techniques used were interviews and questionnaires were distributed to respondents. Data collection techniques and this information is used to collect primary data to obtain information on employee characteristics, such as age, sex, duration of work, work status, marital status and education level of employees. Interviews were conducted to explore more in-depth information about the level of knowledge of employees about corporate culture, work motivation, and job satisfaction. The sample used in this study were all employees working at Papyrus Tropical Hotel, amounting to 50 people, so the study using census method. The main variables used in the study is the corporate culture, employee motivation and job satisfaction. This study uses analysis tools Partial Least Square (PLS) to determine the relationship and influence of corporate culture on employee motivation and job satisfaction.

Based on the score-lavelling analysis obtained by the general understanding of the employees of the corporate culture is good, beside that description of motivation and work satisfaction employee in general is good. Based on the PLS analysis, corporate culture has a positive effect and significant relationship to motivation and work satisfaction employee. Indicator of corporate culture that has the most impact on the corporate culture is an indicator variable awards. The award relates to the system of remuneration or compensation derived by the employees of the company. Indicators of work motivation that most affect the work motivation is an indicator variable development of individual potential.
Developing the potential of individuals associated with the company given the opportunity to develop self-potential employees in increasing knowledge and providing the opportunity to appreciate the creativity of employees. Indicators of job satisfaction that have the most influence on job satisfaction are indicators on job promotion opportunities provided by the company.

Some of the company’s strategic that prioritized to maintain and improve motivation and work satisfaction are reward employees who excel, maintain good communication and work satisfaction, provide opportunities for employees to excel, maintain good organizational structuring, encourage employees to be more innovative and creative in completing the job, and regulations of the company should be run properly and firmly.

Keywords: Papyrus Tropical Hotel, corporate culture, work motivation, work satisfaction, Partial Least Square, score rating, employee perceptions, awards aspect, relationships, influence

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