

Analysis Of Crisis Management in REDTOP Hotel, Jakarta

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Crisis management is one of the key factors for maintaining organization performance, yet it still overlooked by most organization. Hamilton (2009) mentioned that only 30 percent of organizations around the world that actually have crisis management plans. Jacques (2010) mentioned that the best way to manage crisis is through crisis management cycles. Crisis management cycles give a broad overview about organization situation through the application of practices conducted in organization. This research examines about crisis management in REDTOP Hotel, Jakarta. The research uses questionnaires for evaluating crisis management practices conducted by employee of REDTOP Hotel, Jakarta. Since the nature of crisis is inevitable, occur anytime to anybody in particular organization, this study examines how the organization prepares to face the crisis, dealing and managing the crisis, and evaluating actions and plan that has been executed. The result of questionnaires is analyzed using Pearson Correlation analysis and Factor analysis. The findings of this result outline that management of REDTOP Hotel, Jakarta maintaining well their preparation and evaluation against the potential future crisis, but the weaker point was found on the managing the crisis itself.

Keywords: Crisis, Crisis Management



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DEDICATION

I dedicate this thesis for Jesus Christ, who keeps me in his blessing and grateful every day. I also dedicated this thesis to my family, who support me through my hardest time. I also want to say grateful thanks to Mrs. Dea Prasetyawati, through her guidance and assistance; I am being able to finish my thesis.



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