

**ANALYSIS OF CURRENT AND PREFERRED ORGANIZATION CULTURE OF
HOTEL INDUSTRY USING ORGANIZATION CULTURE ASSESSMENT
INSTRUMENT: CASE STUDY OF HOTEL YASMIN KARAWACI**

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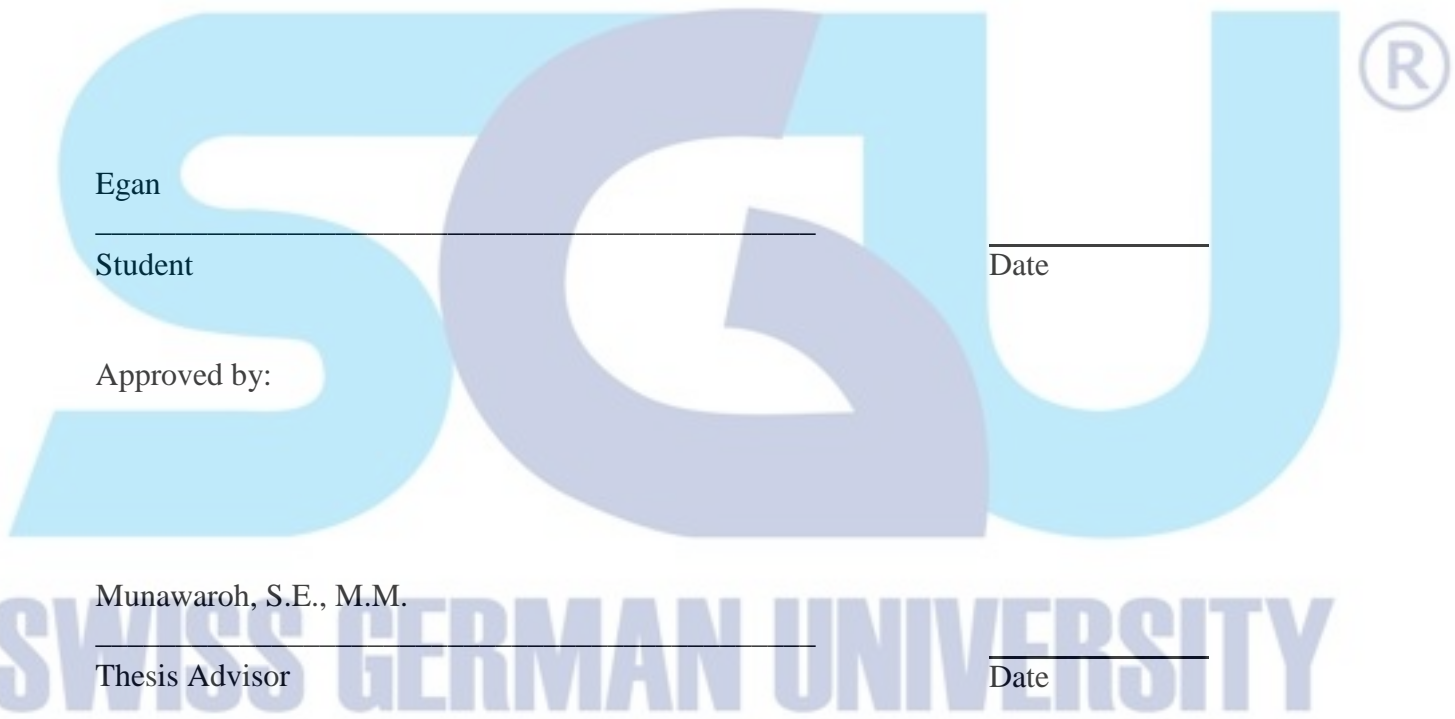
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STATEMENT BY THE AUTHOR

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

ANALYSIS OF CURRENT AND PREFERRED ORGANIZATION CULTURE OF HOTEL
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Organization Culture is something vital to the life of every organization as it governs the way its members think, act, and operate. Furthermore, it is important to have the knowledge to understand and manage the organization, including the hospitality industries, as it contributes to the performance of the whole operation. The purpose of this research is to analyze the current and preferred culture of one hotel and devise solution to accommodate the required change of culture. The research is conducted to 107 respondents of Hotel Yasmin Karawaci, sampled using the stratified disproportionate sampling method, ranging from various departments and demographical elements. Using the quantitative means, the Organization Culture Assessment Instrument (OCAI) allows the ease of measuring and identifying the culture type based on four dominant cultures for current culture that the employees perceive and preferred culture that the employees want to see. Through OCAI and further analysis

with six key dimensions of culture, it is found that Hotel Yasmin Karawaci does possess a dominant culture for both current and preferred culture; with the Hierarchy Culture dominating the current culture and the Clan Culture dominating the preferred Culture. The result at the same time shows that the current culture does not match the preferred culture in the Hotel. Further result also indicates that no change in culture is required at the moment. However, the management is advised to supervise the trend of the culture and prepares some strategies should the culture change be needed.

Keyword: Organization Culture, Organization Culture Assessment Instrument, Dominant Culture, Current and Preferred Culture, Hotel Yasmin Karawaci





DEDICATION

This work is dedicated for God, my parents, and all of my friends who keep on supporting me during my work on thesis.

This work is also dedicated for Mrs. Munawaroh Zainal who gives me insights and supports when I need it most of the time.

Also, I dedicate the work for Hotel Yasmin Karawaci. With this work, I hope it would bring valuable ideas to the development of the hotel.

Lastly, I dedicate this work for myself. I can say that this work is my greatest masterpiece that I have ever created during my study in Swiss German University. I hope this work would be a useful material for further research should it be desired.



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TABLE OF CONTENTS

STATEMENT BY AUTHOR	2
ABSTRACT	3
DEDICATION	6
ACKNOWLEDGMENT	7
TABLE OF CONTENTS	8
LIST OF FIGURES	13
LIST OF TABLES	15
CHAPTER 1 - INTRODUCTION	17
1.1 Background	17
1.2 Research Problems	12
1.3 Research Objectives	20
1.4 Significance of Study	20
1.5 Research Questions	21
1.6 Hypothesis	21
1.7 Scopes and Limitations	22
1.8 Thesis Structure.....	22
CHAPTER 2 - LITERATURE REVIEW	24
2.1 Framework of Thinking	24
2.2 Human Resource Management	25
2.2.1 Definitions	25
2.2.2 Human Resource Management in Organization Culture	25

2.2.3 The Role of Human Resource Management	26
2.2.4 Human Resource Management for Organizational Strategy.....	27
2.3 Organization Culture	29
2.3.1 Definitions	29
2.3.2 Dimensions of Culture	30
2.3.2.1 Power Distance.....	32
2.3.2.2 Individualism vs. Collectivism.....	32
2.3.2.3 Masculinity vs. Feminity	33
2.3.2.4 Uncertainty Avoidance.....	33
2.3.2.5 Long Term Orientation vs. Short Term Orientation	33
2.3.2.6 Indulgence vs. Restraint	34
2.3.3 The Function of Organization Culture	35
2.4 Organization Culture Assessment Instrument.....	36
2.4.1 The Competing Values Framework	38
2.4.2 The Six Key Dimensions of Organization Culture Assessment Instrument	39
2.4.3 Four Types of Organizational Dominant Culture	42
2.4.3.1 The Hierarchy (Control) Culture.....	42
2.4.3.2 The Market (Compete) Culture	43
2.4.3.3 The Clan (Collaborate) Culture.....	44
2.4.3.4 The Adhocracy (Create) Culture	44
2.5 Previous Research	46
CHAPTER 3 - RESEARCH METHODS	52
3.1 Research Process	52

3.2 Type of Study	53
3.3 Type of Data.....	53
3.3.1 Primary Data	53
3.3.2 Secondary Data	54
3.4 Data Collection.....	54
3.5 Research Model.....	55
3.6 Question Design	56
3.7 Population and Sample.....	58
3.7.1 Population.....	58
3.7.2 Sample Size	58
3.8 Sampling Method	59
3.9 Data Testing	59
3.9.1 Pre-Testing	59
3.9.2 Post-Testing.....	60
3.10 Reliability and Validity	60
3.10.1 Reliability	60
3.10.2 Validity.....	62
3.11 Data Analysis	66
CHAPTER 4 - RESULT AND DISCUSSION	68
4.1 Company Profile	68
4.1.1 Hotel Background	68
4.1.2 Vision	68
4.1.3 Mission.....	69

4.1.4 Hotel Rooms and Facilities	69
4.1.5 Board of Management	71
4.1.6 Organization Structure	72
4.2 Descriptive Statistic Analysis.....	73
4.2.1 Respondent Profile	78
4.2.1.1 Age	80
4.2.1.2 Gender	81
4.2.1.3 Department.....	82
4.2.1.4 Education Level.....	83
4.2.1.5 Job Position	84
4.2.1.6 Working Period	85
4.3 Instrument Validity and Reliability.....	86
4.3.1 Pre-Testing	86
4.3.1.1 Validity.....	86
4.3.1.2 Reliability.....	88
4.3.2 Post-Testing.....	89
4.3.2.1 Validity.....	89
4.3.2.2 Reliability	90
4.4 Hypothesis Analysis	91
4.4.1 Current and Preferred Culture of Hotel Yasmin Karawaci	91
4.4.2 Culture Profile Based on Six Key Dimensions Of Culture.....	94
4.4.2.1 Dominant Characteristic.....	94
4.4.2.2 Organizational Leadership	96

4.4.2.3 Management of Employees	98
4.4.2.4 Organization Glue	100
4.4.2.5 Strategic Emphases	102
4.4.2.6 Criteria of Success	104
CHAPTER 5 - CONCLUSIONS AND RECOMMENDATIONS	107
5.1 Conclusions	108
5.2 Recommendations	108
GLOSSARY	112
ABBREVIATION	114
REFERENCES	115
APPENDIX	118
Appendix A - Questionnaire	118
Appendix B - Data Tabulation	130
Appendix C - Instrument Pre-Test & Post-Test.....	137
Appendix D - Worksheet for Scoring OCAI	145
CURRICULUM VITAE	146