

**THE IMPACT OF ORGANIZATIONAL CULTURE TOWARDS EMPLOYEE  
ENGAGEMENT:  
A Study of X Hotel in Bali**

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### STATEMENT BY THE AUTHOR

I hereby declare that this thesis titled “The Impact of Organizational Culture Towards Employee Engagement: A Study of X Hotel in Bali” is my own work, and that all the sources and quotes that I have used been indicated and acknowledged by means of complete references.

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**ABSTRACT**

THE IMPACT OF ORGANIZATIONAL CULTURE TOWARDS EMPLOYEE  
ENGAGEMENT:  
A STUDY OF X HOTEL IN BALI

By

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Nowadays, Employee engagement has taken a central role in business world as a crucial topic in order to have better employees and organizational success. Another study about organizational culture is one of the factor that drives employee engagement. Both of the studies have been claimed that there is only a little academic and empirical research, even though they have become popular in business industry, including hospitality sector. Due to this facts, this research aims to find the impact of organizational culture towards employee engagement in Hotel X. This research uses the probability sampling with a simple random sampling and it is a quantitative research with 101 data collected by distributing questionnaires to the employees of X Hotel in Bali. Simple linear regression is used to analyzed between both variables and the result shows that organizational culture has a significant impact towards employee engagement by 31.1%. Further research is the outcome from organizational culture's dimensions towards employee engagement. Organizational culture has nine dimensions, HRM practices (46.4%), social motivation (43.9%), level of cohesiveness (41%), work norms (37.8%), communication (31.6%), innovation (30.7%), ongoing-onboarding (30.3%), guest focus (15.2%) and job variety (14.2%). It is listed from the most significance towards employee engagement to the least significance towards employee engagement.

*Keywords: organizational culture, employee engagement, hospitality industry*



**DEDICATION**

I dedicate this works for to my God, my parents, family, advisor and friends for all of their blessings and support.



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