

**PENGARUH *BUSINESS PROCESS REENGINEERING*
TERHADAP *BUSINESS PROCESS PERFORMANCE*
PADA HOTEL BUDGET DI SURABAYA**

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ABSTRACT

In such a tight business competition climate, the management of budget hotel is required to think of innovative and sustainable business strategies in order to survive and compete with other hotels in the long term. Business strategy in question here is to make an innovation that aims to improve Business Process Performance. For that, the management of budget hotel has time to start changing the mindset in running the hotel operations, more process-oriented, so that required a fairly fundamental change in completing a task or job. Completion of a task or job in a business process can be done through a reengineering on a company's business process called Business Process Reengineering (BPR).

This study uses correlational research method that aims to test the magnitude of the influence of BPR on Business Process Performance. The data used in the test is obtained from the spread of questionnaires at budget hotels in Surabaya which the results can be concluded that the BPR has a positive and significant impact on Business Process Performance.

Keywords : Business Process Reengineering, Business Process Performance.

PENDAHULUAN

Pertumbuhan industri perhotelan memang tidak bisa lepas dari pertumbuhan industri pariwisata dan sebaliknya. Industri perhotelan dan industri pariwisata dapat dianalogikan seperti dua sisi dari sekeping mata uang yang sama (Ghai, 2014).

Menyikapi persaingan bisnis yang ketat akibat naiknya pertumbuhan jumlah hotel maka pihak manajemen hotel harus selalu memikirkan strategi bisnis yang inovatif dan berkesinambungan agar hotel yang dikelolanya tetap memiliki daya saing yang dirumuskan dalam strategi perusahaan yang terintegrasi dalam rangka mendukung pertumbuhan bisnis mereka (Jones, Hillier & Comfort, 2014).

Hotel-hotel *budget* yang baru muncul di Surabaya pada umumnya telah menerapkan inovasi di bidang teknologi informasi berupa penyediaan layanan yang berbasis *online* dan