How Structural and Environment Variables Affecting Job Satisfaction of Hotel Employees in Surabaya?

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ABSTRACT

This research focused on structural variables that could be controlled by the company and environment variables that could not be controlled by the company. These two variables could influence the creation of job satisfaction by hotel employees in Surabaya. This research was associative causal research using Structural Equation Modeling (SEM) as a statistical tool with SmartPLS 2.0 as the statistical software. This research used the non-probability method with convenience sampling technique with employees from four and five star hotels in Surabaya as the population. The total sample was 100 respondents. This research was conducted from November 2018 to January 2019. The results of this study show that structural variables have a positive and significant effect on job satisfaction. Meanwhile, environment variables have a negative and significant effect on job satisfaction.

Keywords: structural variables, environment variables, job satisfaction, hotel employee

INTRODUCTION

The growth of tourists, especially foreign tourists who visited Indonesia in the last two years, show a rise in numbers significantly. This can be proven by the increasing number of foreign tourists visiting Indonesia in 2017-2018 at 12.58% (Kementerian Pariwisata, 2019). This condition certainly has an impact on the high interest of investors, both foreign and local investors in the hospitality sector in Indonesia (Lubis, 2017).

Increasing numbers of investors in the hospitality sector also affect the growth number of hotels in Surabaya, the second largest city in Indonesia. According to data released by the Central Bureau of Statistics Surabaya, in 2017, there was an increase of 44 new hotels in Surabaya (Badan Pusat Statistik Kota Surabaya, 2019). This number is expected to grow because every year, there is always an increase in the number of hotel establishment permit requests.

As the second largest metropolitan city after Jakarta, Surabaya has many star hotels in the city which serve guests from professional or business class (conducting activities related to the profession or occupation). The increasing business activity in Surabaya is characterized by the development of the Central Business District (CBD) and sub-CBD. Those are scattered in the area of North Surabaya, Center Surabaya, and West Surabaya. Thus, it causes the mobility of people to the city to be higher. Then, the demand for temporary accommodations like a hotel that can accommodate the activities of Meeting, Incentive, Convention, and Exhibition (MICE) also continue to increase (Salanto, 2013).

The increase in the number of hotels in Surabaya will automatically lead to higher levels of competition among these hotels. It means that the hospitality industry cannot be separated from the tight competition. To survive, every hotel must have a competitive advantage compared to other hotels (Arbelo-Pérez, Arbelo, & Pérez-Gómez, 2017; Richard, 2017). One of the ways to get this competitive excellence is to