

## **ABSTRACT**

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### **THE INFLUENCE OF COMMUNICATION, EMPLOYEE TRAINING, EMPLOYEE ENGAGEMENT TOWARD EMPLOYEE PERFORMANCE AT ALOFT BALI SEMINYAK**

(xv+107 pages; 8 figures; 42 tables; 11 appendixes)

Hotel developments in Indonesia are becoming increasingly diverse. Hotels are trying to become the best in the market. Aloft Bali Seminyak received reviews from TripAdvisor about their employee performance. The reviews indicated that the services had not exceeded guest expectations and customers were dissatisfied with the employees' performance. The purpose of this research is to ascertain if communication, employee training, and employee engagement influence employee performance at Aloft Bali Seminyak. The influence of the independent and dependent factors was investigated using a quantitative, descriptive research design. The respondents are employees and trainees of Aloft Bali Seminyak with the population of 84. A census sampling methodology was used. The data was analysed using SPSS version 25. The data has passed a validity, reliability, normality, multicollinearity, heteroscedasticity tests. According to the findings, communication has no influence on employee performance, training has no influence on employee performance, and employee engagement had a partial influence on employee performance positively. All the three variables have a simultaneous influence on employee performance at Aloft Bali Seminyak. To improve employee performance, the hotel management may want to consider suggesting new projects, recommending process changes, and providing opportunities for training and growth to improve their overall performance, indicating that engagement has most influence on performance.

**Keywords: Communicaton, Employee Training, Employee Engagement, Aloft Bali Seminyak**

**References: 65 (2018-2023)**

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***PENGARUH KOMUNIKASI, PELATIHAN KARYAWAN,  
KETERLIBATAN KARYAWAN TERHADAP KINERJA  
KARYAWAN DI ALOFT BALI SEMINYAK***

(xv+107 pages; 8 figures; 42 tables; 11 appendixes)

*Perkembangan hotel di Indonesia semakin beragam. Hotel berusaha menjadi yang terbaik di pasar. Aloft Bali Seminyak mendapat review di TripAdvisor mengenai kinerja karyawannya. Ulasan tersebut menunjukkan bahwa layanan tidak melebihi harapan tamu dan pelanggan tidak puas dengan kinerja karyawan. Tujuan penelitian ini adalah untuk mengetahui apakah komunikasi, pelatihan karyawan, dan keterikatan karyawan berpengaruh terhadap kinerja karyawan di Aloft Bali Seminyak. Pengaruh faktor independen dan dependen diselidiki dengan menggunakan desain penelitian deskriptif kuantitatif. Respondennya adalah karyawan dan peserta pelatihan Aloft Bali Seminyak dengan jumlah populasi 84 orang. Metodologi yang digunakan adalah sensus. Data dianalisis dengan menggunakan SPSS versi 25. Data telah lolos uji validitas, reliabilitas, normalitas, multikolinearitas, heteroskedastisitas. Berdasarkan hasil penelitian, komunikasi tidak mempunyai pengaruh terhadap kinerja pegawai, pelatihan tidak mempunyai pengaruh terhadap kinerja pegawai, dan keterikatan pegawai mempunyai pengaruh parsial terhadap kinerja pegawai secara positif. Ketiga variabel tersebut mempunyai pengaruh secara simultan terhadap kinerja karyawan Aloft Bali Seminyak. Untuk meningkatkan kinerja karyawan, manajemen hotel mungkin ingin mempertimbangkan untuk menyarankan proyek baru, merekomendasikan perubahan proses, dan memberikan peluang pelatihan dan pertumbuhan untuk meningkatkan kinerja mereka secara keseluruhan, yang menunjukkan bahwa keterlibatan memiliki pengaruh paling besar terhadap kinerja*  
**Kata Kunci:** *Komunikasi, Pelatihan Karyawan, Keterlibatan Karyawan, Aloft Bali Seminyak*  
**Referensi:** 65 (2018-2023)