



**Applying Design Thinking to Improve Employee  
Engagement and Job Satisfaction  
in ZiaSanno Hotel**

**UNDERGRADUATE THESIS**  
submitted as one of the requirements to obtain  
Sarjana Administrasi Bisnis

**By:**

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**JULY 2023**

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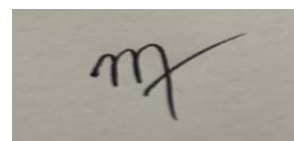
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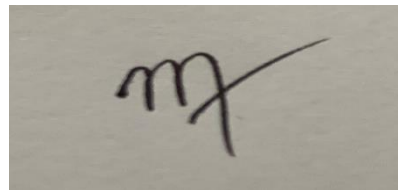
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## ABSTRACT

This study explores the effectiveness of applying design thinking as a problem-solving approach to improve employee engagement and job satisfaction in Zia Sanno Hotel, a mid-range hotel located in Jakarta, Indonesia. Design thinking emphasizes empathy, creativity, and iteration, and has been used in various industries to create more engaging and satisfying experiences for customers and employees alike. Employee engagement and job satisfaction are critical factors in the success of any organization, particularly in the service industry where employees play a significant role in delivering high-quality experiences to customers. By applying design thinking principles, the hotel aims to better understand the needs and preferences of its employees and create a more engaging and satisfying work environment. The study will use a qualitative research design, involving in-depth interviews with a sample of employees to understand their perceptions of the current work environment and identify areas for improvement. The expected outcomes of this study include a better understanding of the impact of design thinking on employee engagement and job satisfaction, as well as practical recommendations for implementing design thinking in the context of a mid-range hotel in Indonesia.

**Keywords:** *Design Thinking, Employee Engagement, Job Satisfaction, Service Industry, Hospitality, Indonesia.*



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