



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

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

By:

MARIA JOSE DIAS
015201800069

FACULTY OF BUSINESS
BUSINESS ADMINISTRATION STUDY PROGRAM
CIKARANG
JULY 2023

PLAGIARISM CHECK

By Course

ORIGINALITY REPORT

12%

SIMILARITY INDEX

2%

INTERNET SOURCES

1%

PUBLICATIONS

11%

STUDENT PAPERS

PRIMARY SOURCES

1

Submitted to Coventry University

Student Paper

1%

2

Submitted to University of West London

Student Paper

1%

3

Submitted to TMC Institute in Tashkent

Student Paper

1%

4

Submitted to University of Exeter

Student Paper

1%

5

Submitted to University of Westminster

Student Paper

<1%

6

Submitted to Leeds Trinity and All Saints

Student Paper

<1%

7

Submitted to American College of Education

Student Paper

<1%

8

Submitted to Kingston University

Student Paper

<1%

9

Submitted to University of Sydney

Student Paper

<1%

GPTZERO PLAGIARISM CHECK



This text is moderately likely to be written **AI**

There is a **10%** probability this text was entirely written by AI

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.*

Table of Contents

PANEL OF EXAMINERS APPROVAL SHEET	I
STATEMENT OF ORIGINALITY	III
SCIENTIFIC PUBLICATION APPROVAL	III
ADVISOR APPROVAL.....	IV
PLAGIARISM CHECK.....	V
GPTZERO PLAGIARISM CHECK	III
ABSTRACT.....	VI
ACKNOWLEDGEMENT.....	III
Table of Contents.....	IX
CHAPTER I INTRODUCTION	1
1.1 Research Background.....	1
1.2 Company Profile	4
1.3 Scope of Business Field	6
1.4 Description of Working Unit.....	6
1.5 Business Issue	8
1.6 Problem Statement	10
1.6.1 Research Objective	11
1.6.2 Outline of the Research.....	11
CHAPTER II LITERATURE REVIEW	12
2.1 Conceptual Framework	12
2.2 Literature Review	13
2.2.1 Design Thinking.....	13
2.2.2 Employee Engagement	13
2.2.3 Job Satisfaction	14
2.2.4 Psychology Contract	15
2.2.5 Self-Determination Theory (SDT)	16
2.3 SWOT Analysis.....	17
2.4 Supporting Theory.....	19
CHAPTER III PROPOSED SOLUTION AND RESULTS	22
CHAPTER IV.....	28

REFERENCE	30
APPENDIX.....	32