

Organizational Culture and Work Environment at Cosmo Amaroossa Hotel, Jakarta

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ABSTRACT

Organizational culture and work environment are important factors that must be implemented by a company, because it can improve employee performance. The object of this research is an organization at Cosmo Amaroossa Hotel, South Jakarta, Indonesia. This type of research is qualitative, with qualitative descriptive analysis methods. Data collection was conducted by interviews and direct observation. The formulation of this research problem is how the organizational culture and work environment at Hotel Cosmo Amaroossa. The purpose of the study is to provide insight into the importance of organizational culture and work environment in the company, as well as its impact on company operations. The results showed that organizational culture at Hotel Cosmo Amaroossa, such as teamwork, focus on service quality, innovation and change, good communication, employee engagement, skills training, and involvement in the community had a significant impact on employee motivation, performance, and well-being. The working environment implemented by this hotel also makes employees more comfortable to work and creates harmonious relationships and solidarity between employees.

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1. INTRODUCTION

One of the important things in the company is human resources, because it can affect the survival of the company. Organizational culture is one of the main determining factors in the success of organizational performance [1]. The success of an organization to implement the values of its organizational culture can encourage the organization to grow and develop sustainably. With an organizational culture that is well implemented by employees and

used as a basic guideline in regulating employee behavior, it is expected to provide optimal performance [2].

In addition to organizational culture, the work environment is also an important thing to be considered by the company, because one of the factors that has a big role for improving employee performance in the company [3]. Where good working environment conditions will support employees to have high morale in doing their work [4]. A work environment that includes

both physical and social aspects of the workplace, can contribute to a positive working atmosphere or vice versa. Therefore, the company must provide a conducive and comfortable work environment that will later provide satisfaction for employees and in the end these employees will have good performance [5].

This research is based on the recognition of the important role of organizational culture and work environment on employee performance in the hospitality industry. Hotel employees have a key role to play in providing quality service to guests, and factors such as organizational culture and work environment can have a significant impact on their motivation, engagement, and productivity [6]. Hotel Cosmo Amaroossa is an option as an interesting research object to explore further. Therefore, this study wanted to understand the extent to which the implementation of organizational culture and work environment at Hotel Cosmo Amaroossa can affect employee performance.

The reference in this study is entitled "The Role of Organizational Culture and Work Environment in Improving the Performance of Dewa Snack Kota Kediri Employees" written by [7], where the results of the research are that the culture that is often carried out by Dewa Snack Kediri City has a positive impact and new things to improve employee performance optimally, and the physical work environment and layout are very good, but there are shortcomings that do not affect to improve employee performance. From these references, researchers are interested in conducting the same research, but with a different object, namely at the Cosmo Amaroossa Hotel. Through further understanding the importance of the role of organizational culture and work environment in Hotel Cosmo Amaroossa employees, it is expected to provide input for hotel management in designing organizational development strategies and creating a work environment that supports employee professional growth.

From the statement above, the formulation of this research problem is (1)

What are the organizational cultures applied by Hotel Cosmo Amaroossa? (2) What is the working environment at Hotel Cosmo Amaroossa? (3) Why is organizational culture and work environment very important for the company? The purpose of this study provides insight into the importance of organizational culture and work environment in a company, knowing the impact of these two factors on company operations, and knowing how to manage these two factors.

2. LITERATURE REVIEW

2.1 *Organizational Culture*

Organizational culture is a system of values, beliefs, and habits in an organization whose members interact with each other. Organizational culture can shape employee behavior in an organization and shape behavioral norms from the values understood and accepted by each member, as well as the rules used as the basis of the organization [8]. Organizational culture is tied to a set of experiences, expectations, and values contained in it, which then affect member behavior, philosophy, practice, internal work, interaction with the external environment of the organization, to expectations for the future [9].

Organizational culture can create a strong foundation for employee behavior and performance. According to Edgar Schein, organizational culture consists of artifacts, conveyed values, and unconscious basic guesses. Artifacts are elements that are directly visible, such as symbols, rituals, and organizational structures. The values conveyed are the foundations and norms that the organization prioritizes. Basic beliefs are beliefs that underlie employee behavior, but are not always aware of them [10].

Some principles of organizational culture that are often

applied, are classical, responsible, creative, humanist organizational culture, and others. A responsible organizational culture is a principle that prioritizes responsibility and professionalism, prioritizing the importance of individual responsibility in achieving goals. A creative organizational culture is a principle that prioritizes innovation and creativity, which provides space for employees to explore and develop new ideas [11]. Here are some examples of culture in organizations [12]:

- a. Teamwork
- b. Quality of Service
- c. Innovation and Change
- d. Good Communication
- e. Employee Engagement
- f. Skills and Training
- g. Community Engagement

2.2 Work Environment

The work environment is the setting, social aspect, and physical condition in which an individual performs his work. This can have a significant impact on employee morale, workplace relationships, performance, job satisfaction, and employee health. A positive work environment can brighten moods, improve concentration, and provide a better approach to work for employees and employers [13]. Factors that affect the work environment include lighting, room temperature, humidity, air circulation, and noise. Not only that, the work environment also consists of social and cultural aspects, such as organizational culture, workplace communication methods, relationships between colleagues and superiors, and the level of support and recognition given to employees [14]. Previous research has shown that employees who work in a good, supportive, open, and cooperative environment make employees feel

more engaged and motivated to achieve their desired goals [15].

3. METHODS

The research method used is a qualitative method, to find out to produce data from our questions regarding the role of organizational culture and work environment of Hotel Cosmo Amaroossa. Data collection in this study by means of interviews and direct observation, where researchers come directly to the object of research and interview the selected source, the data is reprocessed to get the desired results [16].

The analytical technique used in this study is descriptive analysis, where the information obtained in the study is described systematically, factually and accurately with respect to the facts and phenomena investigated [17]. The types of data used are primary and secondary, primary data is information obtained by people or organizations that conduct research about the object of research, primary data in the form of direct interviews. While secondary data, existing information collections are used to complete research information needs, secondary data in the form of data related to information from existing sources such as important documents, websites, books, etc. [18].

4. RESULTS AND DISCUSSION

4.1 Hotel Profile Cosmo Amaroossa

Hotel Cosmo Amaroossa is a four-star hotel located in Jl. Pangeran Antasari No. 9A-B, RT03/RW06, Cipete Selatan, Cilandak District, South Jakarta, DK Jakarta, Indonesia. Established with the concept of "Luxury Edgy Hotel," the hotel offers an elegant and comfortable atmosphere suitable for both business and leisure guests. The interior combines edgy and classy styles, with very unique ornaments such as crystal chandeliers and wall clocks adorning the lobby area [19].



Figure 1. Hotel Cosmo Amaroossa

Source:

<https://maps.app.goo.gl/nuSRLh1B8sFvb1mWA>

This hotel provides 98 rooms with four different types, namely Deluxe Room, Executive Room, Suite Room, and President Suite Room. Each room is equipped with modern amenities such as LED television with international satellite programs, free Wi-Fi, safety deposit box, minibar, coffee maker and 24-hour room service. Other facilities available at this hotel include Delima SPA & Massage, swimming pool, kids zone, GYM, and various culinary at Andromeda Coffee Shop, as well as Rama Lounge. The hotel also provides space for business purposes such as modern meeting rooms and ballrooms that can be used for various events. With a strategic location, the hotel is close to various shopping and entertainment centers, such as Lippo Mall Kemang, Cilandak Town Square, Pejaten Village, and Pondok Indah Mall, which makes it an added value for the attractiveness of this hotel, and can be a choice for guests who want to add to the experience of shopping and looking for entertainment in South Jakarta.

4.2 Organizational Culture at Hotel Cosmo Amaroossa

Organizational culture is a system of shared beliefs and values that develop within an organization that guides the behavior of its members. Organizational culture can be the most important means of competitive advantage, that is, if the organizational culture supports the organization's strategy

[12]. Here are some organizational cultures applied to Hotel Cosmo Amaroossa:

1. Teamwork

The culture of the team at Cosmo Amaroossa hotel is to work together and share information to improve the quality of service. Employees work as a team and divide responsibility for achieving hotel goals. One example is a meeting, the employees of the Cosmo Amaroossa Hotel always hold a meeting every day in the morning around 8 or 9 o'clock which is attended by each department leader, the content of the meeting discusses the work operations of each department, discusses upcoming events, and much more. Not only meetings at the hotel, usually the employees also conduct meetings outside the hotel with the aim of providing a new atmosphere.



Figure 2. Cosmo Amaroossa Jakarta Employee Meeting

Source: Instagram (@amaroossa_jakarta)

In addition to meetings, employees of each department also cooperate with each other if there are events, where each department has its own role. In addition to cooperation about work, employees usually also do hotel cleaning every month, usually they clean together employee lockers, employee toilets, employee prayer rooms, employee canteens, and special places for other employees.

2. Quality of Service

The quality of service at Cosmo Amaroossa hotel always prioritizes to provide the best service to guests. All hotel departments always evaluate to provide friendly, fast, and effective service with the aim of increasing guest satisfaction.

3. Innovation and Change

Innovation and change at Cosmo Amaroossa hotels allow its employees the opportunity to think creatively and find new solutions to increase the value of their hotels. One example is new ways of promoting, following trends, digital marketing, and much more. What this hotel has often done is promotion through their Instagram. From their Instagram account, they always post videos of guest experiences in staying and services provided.

4. Good Communication

Good communication is not a new thing for a hotel, all companies also certainly apply this so that the company's work operations run effectively and efficiently. Hotel Cosmo Amaroossa with the type of four-star hotel, certainly makes this indicator one of the important ones for all employees to apply. Because if their employees do not implement this properly, it will lead to misunderstanding between employees and even departments. One example in the hotel is communication between employees of the front office and housekeeping departments, usually these two departments often have no misunderstanding in providing information, so they need good communication for their work operations.

5. Employee Engagement

Employee involvement at Hotel Cosmo Amaroossa is very good, all employees get the opportunity to actively participate in the decision-making process. All employees can share ideas and opinions to improve service quality.

6. Skills and Training

Skills and training at Hotel Cosmo Amaroossa provide employees with opportunities to improve their skills and abilities. All employees share knowledge, even to interns as well. That way it can improve their skills, thus improving the quality of service of their employees.

7. Community Engagement

Hotel Cosmo Amaroossa's involvement to the community has been very good, all employees actively participate in community activities. This can increase the reputation of the hotel to the public. Some of the activities that are often done by Hotel Cosmo Amaroossa:

- 1) Distribute food every Friday,
- 2) Activities during Ramadan, such as iftar together with orphans and distributing takjil gtatis,
- 3) Buy sacrificial animals on Eid al-Adha and donate them to local RTs,
- 4) Helping funds to the community, for example funds for Independence Day events in nearby RTs, and many more

With these 7 indicators, it shows that the level of organizational culture at Hotel Cosmo Amaroossa is in the very good category. Organizational culture has a contribution in shaping employee behavior, such as instilling values and attitudes of employees in achieving organizational goals.

4.3 Working Environment at Hotel Cosmo Amaroossa

According to Sedarmayanti (2011) in [20], the work environment is divided into two, namely physical and non-physical work environments. The physical work environment is the overall situation around the workplace that can affect employees either directly or indirectly, such as lighting, temperature, humidity, air circulation, noise, mechanical vibrations, odors, color, decoration, music, and safety. While the non-physical work environment, the overall situation that occurs is related to work relationships, both with superiors and with fellow colleagues, or with subordinates.

From the physical work environment at Cosmo Amaroossa Hotel is fairly good, excellent lighting for employees, good temperature with AC support in every room, good humidity, good air circulation with sufficient ventilation, noise that does not interfere, fragrance is provided in each room, color layout that fits the hotel concept and is not flashy, Decoration with a classical concept, accompanied by classical music that makes calm, and facilitated by security is quite good.

Meanwhile, from the non-physical work environment at Cosmo Amaroossa Hotel, the working relationship between superiors, fellow colleagues, and subordinates is fairly good. All employees work together to help, respect, appreciate, and share knowledge/work experience. For example, holding outings for employees every year as their appreciation, with the aim of providing brain refreshment, calmness, activities, and fun outside of work. In addition, if there are employees who are having a birthday will be given a small celebration by other employees, it can make the relationship between employees closer.



Figure 3. Surprise for Birthday Employees
Source: Instagram @amaroossa_jakarta



Figure 4. Outing Karyawan
Source: Instagram @amaroossa_jakarta

4.4 Impact of Organizational Culture Work Environment

The organizational culture implemented by Hotel Cosmo Amaroossa has a significant impact on employees, both in terms of their motivation, performance, and well-being. One of the main impacts is increased motivation and morale. A culture of teamwork, where employees support each other and share information, will create a collaborative and fun environment. When employees feel supported by their co-workers, they are more motivated to work hard and give their best. Regular meetings held both inside and outside the hotel can help employees feel an important and motivated role, because they are always updated and relevant to the development of their work.

In addition, focusing on improving service quality can motivate employees to always give the best to guests. With daily evaluations, employees at Hotel Cosmo Amaroossa will always want to improve their communication skills and work efficiency. This will not only increase guest satisfaction, but also give employees personal satisfaction when they see positive results from their hard

work. Employees who take pride in their work will have higher levels of happiness and job satisfaction.

A culture of innovation and change provides opportunities for employees to think creatively and provide new ideas. This is very important in maintaining morale and preventing employee burnout. When employees feel their ideas are valued and accepted, it makes them feel more valuable and have a role in the organization. Creative promotional activities that engage employees, such as creating content on social media, will give employees the opportunity to explore their creatives, which ultimately increases engagement and job satisfaction.

Good communication between employees of each department also plays an important role in creating a harmonious work environment. When communication goes smoothly, conflicts and misunderstandings can be minimized. Hotel Cosmo Amaroossa always ensures its employees to communicate well to create a more efficient and effective work environment. Employees will also feel more valued and heard, which in turn can increase their loyalty to the company.

Employee involvement in various activities, both internal and external, can strengthen the sense of kinship and solidarity between them. Social activities in this hotel such as distributing food and other charity activities also have a positive impact on the community and also give employees satisfaction and pride. All such indicators create a positive working environment, improve employee well-being, and also improve the overall performance of the hotel.

5. CONCLUSION

The organizational culture at Hotel Cosmo Amaroossa, such as teamwork, focus on service quality, innovation and change,

good communication, employee engagement, skills training, and community engagement has a significant impact on employee motivation, performance, and well-being. Such a strong organizational culture not only creates employee satisfaction and happiness, but can also increase guest satisfaction, improve the hotel's reputation, and the overall performance of the hotel. Not only organizational culture, the work environment implemented by this hotel makes employees more comfortable at work and creates harmonious relationships and solidarity between employees.

The advice for the manager of Hotel Cosmo Amaroossa is to continue to strengthen and develop the organizational culture that has been implemented, as well as provide a comfortable work environment for employees. For future researchers, they can analyze the long-term impact of organizational culture on financial performance and company growth. Other studies can also conduct comparisons of organizational culture across different types of hotels, which can provide insight into the importance of organizational culture in hospitality management.


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