

UNDERGRADUATE THESIS

**IMPLEMENTATION OF INTRINSIC MOTIVATION AND
GREEN BEHAVIOUR ON ENHANCING JOB SATISFACTION
AT ELEMENT FORT LAUDERDALE DOWNTOWN**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTMENT
POLITEKNIK NEGERI BALI
BADUNG
2024**

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**This undergraduate thesis is submitted as one of the requirements to earn
Applied Bachelor's Degree in Tourism Management Study Program in
Politeknik Negeri Bali**



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IMPLEMENTATION OF INTRINSIC MOTIVATION AND GREEN BEHAVIOUR ON ENHANCING JOB SATISFACTION AT ELEMENT FORT LAUDERDALE DOWNTOWN

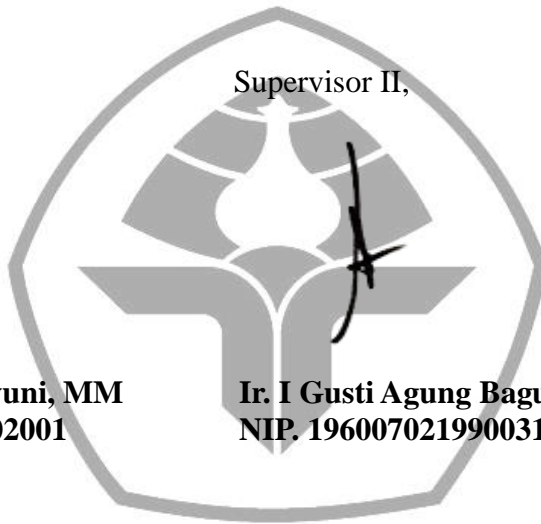
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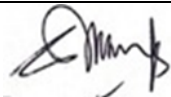


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IMPLEMENTATION OF INTRINSIC MOTIVATION AND GREEN BEHAVIOUR ON ENHANCING JOB SATISFACTION AT ELEMENT FORT LAUDERDALE DOWNTOWN

by **I Gede Wirahadi Kusuma Yuda (2015834128)** has been successfully defended in front of the Board of Examiners and accepted as partial fulfillment of the requirements for the Applied Bachelor's Degree of Tourism Business Management in **Undergraduate Thesis Examination**

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ACKNOWLEDGEMENT

Foremost, I would like to thank the Almighty God, Ida Sang Hyang Widhi Wasa, because of His blessings and mercy the writer was able to prepare a research proposal entitled "Implementation of Intrinsic Motivation and Green Behaviour on Enhancing Job Satisfaction at Element Fort Lauderdale Downtown", in a timely manner. Writing this Undergraduate Thesis is a forum for channelling students' knowledge and interest in conducting research as a first step in fulfilling the requirements for obtaining an Applied Bachelor's Degree in D4 Tourism Business Management Study Program. The writing of this Undergraduate Thesis can be completed well due to various parties who always provide support, guidance, and assistance during the compilation and writing process, so on this occasion the writer would like to thank these parties:

1. I Nyoman Abdi, SE, M.eCom., as Director Politeknik Negeri Bali which provides facilities and opportunities for the writer to carry out lectures at the Politeknik Negeri Bali.
2. Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par., as the Head of Tourism Department at Politeknik Negeri Bali who has provided direction and guidance during the writer lecture period.
3. Putu Tika Virginiya, S.Pd., M.Pd., as the Secretary Tourism Department at Politeknik Negeri Bali who also helps provide direction and input for the writer to run smoothly during the lecture.
4. Made Satria Pramanda Putra, S.H., S.E., M.M., as the Head of Tourism Business Management, Tourism Department at Politeknik Negeri Bali who also provided a lot of guidance, encouragement, and input in carrying out the preparation of this Undergraduate Thesis.
5. Dra. Ni Nyoman Triyuni, MM., as Supervisor I who provided insight, direction, motivation and took the time to guide the writer for the smooth preparation of this Undergraduate Thesis from the beginning to the end.

6. Ir. I Gusti Agung Bagus Mataram, MIT., as Supervisor II who has provided endless advice, support, and guidance to help the writer complete the writing of this Undergraduate Thesis well and on time.
7. All Lecturers of Tourism Department for the knowledge and education given to the writer and all the college students.
8. Mrs. Doris Cespedes as Front Office Manager at Element Fort Lauderdale Downtown who has allowed doing this research in Front Office Department.
9. All seniors at Element Fort Lauderdale Downtown, especially in the Front Office, have been able to accept writers to study and develop at the hotel, providing support, motivation, assistance in collecting data, understanding, and imparting new knowledge to writers which is very useful for the smooth writing of this Undergraduate Thesis.
10. Mr. I Made Sika and Mrs. Kadek Sariasih my beloved parents, I Made Agus Manik Kusuma Jaya my beloved brother for their endless support and loves to the writer.
11. All my friends who always provide motivational encouragement and continuous support so that the writer can complete this Undergraduate Thesis.

The writer realizes that this research proposal is still not perfect, the writer expects criticism and suggestions to make this undergraduate thesis better so that it can be useful for many people.

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ABSTRACT

Yuda, I Gede Wirahadi Kusuma. (2024). Implementation of Intrinsic Motivation and Green Behaviour on Enhancing Job Satisfaction at Element Fort Lauderdale Downtown. Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali

This undergraduate thesis has been supervised and reviewed by Supervisor I: Dra. Ni Nyoman Triyuni, MM, dan Supervisor II: Ir. I Gusti Agung Bagus Mataram, MIT.

Keywords: Enhancing Job, Intrinsic Motivation, Green Behaviour, Job Satisfaction, Front office Department

This research entitled “Implementation of Intrinsic Motivation and Green Behaviour on Enhancing Job Satisfaction at Element Fort Lauderdale Downtown” was conducted with the aim to analyze the implementation of intrinsic motivation and green behaviour on enhancing job satisfaction, as well as knowing which variables from intrinsic motivation and green behaviour should be improved again for future. The data analysis techniques are quantitative data analysis, and multiple linear regression. This research sample was determined by saturated sampling with 40 respondents from Front Office Department. The results of this research conducted that the implementation of intrinsic motivation have been implemented with average score 4.82 and implementation of green behaviour have been implemented with average of score 4.55, by fostering a workplace environment where employees feel personally connected to their roles and encouraged to adopt sustainable practices, Element Fort Lauderdale Downtown not only enhances job satisfaction but also promotes a culture of environmental responsibility. However, some indicators need to be improved for future. Also, this research shows that intrinsic motivation and green behaviour variables contribute together to 71.7% of job satisfaction variables and the remaining 28.3% of other variables outside of this study. To foster greater job satisfaction and promote sustainability practices within the hotel, it is recommended to cultivate a work environment where employees feel more connected to their roles in alignment with their values. This can be achieved through initiatives that encourage open dialogue and understanding between management and staff regarding individual aspirations and job roles. Moreover, promoting green behaviours can be enhanced by integrating sustainability awareness into daily operations and providing incentives for eco-friendly practices.

ABSTRAK

Yuda, I Gede Wirahadi Kusuma (2024). *Implementation of Intrinsic Motivation and Green Behaviour on Enhancing Job Satisfaction at Element Fort Lauderdale Downtown*. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali

Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dra. Ni Nyoman Triyuni, MM, dan Pembimbing II: Ir. I Gusti Agung Bagus Mataram, MIT.

Kata kunci: Enhancing Job, Intrinsic Motivation, Green Behaviour, Job Satisfaction, Front Office Department

Penelitian yang berjudul “Implementation of Intrinsic Motivation and Green Behaviour on Enhancing Job Satisfaction at Element Fort Lauderdale Downtown” ini dilakukan dengan tujuan untuk menganalisis penerapan motivasi intrinsik dan perilaku ramah lingkungan terhadap peningkatan kepuasan kerja, serta mengetahui variabel-variabel apa saja yang mempengaruhi motivasi intrinsik dan perilaku ramah lingkungan harus ditingkatkan lagi di masa depan. Teknik analisis data yang digunakan adalah analisis data kuantitatif, dan regresi linier berganda. Sampel penelitian ini ditentukan secara sampling jenuh dengan jumlah 40 responden yang berasal dari *Front Office Department*. Hasil penelitian ini adalah penerapan motivasi intrinsik telah terlaksana dengan rata-rata nilai 4,82 dan penerapan perilaku ramah lingkungan telah terlaksana dengan rata-rata nilai 4,55, dengan mendorong lingkungan kerja di mana karyawan merasa terhubung secara pribadi dengan peran mereka dan didorong untuk mengadopsi praktik berkelanjutan. Element Fort Lauderdale Downtown tidak hanya meningkatkan kepuasan kerja tetapi juga mempromosikan budaya tanggung jawab lingkungan. Namun ada beberapa indikator yang perlu ditingkatkan. Selain itu penelitian ini juga menunjukkan bahwa variabel motivasi intrinsik dan perilaku ramah lingkungan memberikan kontribusi secara bersama-sama sebesar 71,7% pada variabel kepuasan kerja dan sisanya sebesar 28,3% pada variabel lain diluar penelitian ini. Untuk meningkatkan kepuasan kerja dan mendorong praktik keberlanjutan di dalam hotel, disarankan untuk menciptakan lingkungan kerja yang membuat karyawan merasa lebih terhubung dengan peran mereka dan selaras dengan nilai-nilai mereka. Hal ini dapat dicapai melalui inisiatif yang mendorong dialog terbuka dan pemahaman antara manajemen dan staf mengenai aspirasi individu dan peran pekerjaan. Selain itu, mendorong *green behaviours* dapat ditingkatkan dengan mengintegrasikan *sustainability awareness* ke dalam operasional sehari-hari dan memberikan insentif untuk praktik *eco-friendly*.

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CHAPTER I

INTRODUCTION

1.1 Research Background

In the modern era, the environmental crisis is one of humanity's most pressing issues. Climate change, pollution, and environmental degradation increasingly threaten the sustainability of human life. To address this crisis, collective efforts from various sectors, including business, are crucial. Companies play a vital role in contributing to environmental conservation. Element Fort Lauderdale Downtown aims to become a green hotel by encouraging employees to adopt green behaviour at work. Green behaviour refers to actions that reduce the negative environmental impact of work, such as efficient energy use, recycling, and choosing eco-friendly products.

The environmental crisis manifests in several ways: climate change, pollution, and environmental degradation. Rising global temperatures, melting polar ice caps, and extreme weather patterns characterize climate change. Pollution of air, water, and soil endangers human health and ecosystems. Environmental degradation includes deforestation, loss of biodiversity, and the destruction of natural resources.

Given these challenges, green behaviour is essential in addressing the environmental crisis. Collective efforts from all sectors are needed to preserve the environment. Intrinsic motivation plays a key role in driving green behaviour. Intrinsic motivation is an internal drive to act without expecting external rewards.

In the context of green behaviour, intrinsically motivated individuals feel a sense of responsibility and desire to make a positive difference. They enjoy their work, find it meaningful, feel autonomy and control, develop and apply their skills, feel connected to their team and organizational goals, and stay longer in their jobs.

In this era of globalization, concern for the environment is growing, prompting many organizations to adopt green behaviours. Element Fort Lauderdale Downtown aims to foster green behavioural attitudes in its employees. While intrinsic motivation drives these attitudes, Element Fort Lauderdale Downtown also appreciates employees who consider the environmental impact of their work. The hotel recognizes and values their efforts, even if they are not explicitly seeking rewards, and celebrates their alignment with the hotel's environmental goals.

Based on this context, the study aims to research the implementation of intrinsic motivation and green behaviour on enhancing job satisfaction at Element Fort Lauderdale Downtown.

1.2 Research Questions

Based on the above background exposure, the problems can be described as follows:

1. How does the implementation of intrinsic motivation and green behaviour at Element Fort Lauderdale Downtown?
2. How are the impacts of the implementation of intrinsic motivation and green behaviour on enhancing job satisfaction at Element Fort Lauderdale Downtown?

1.3 Research Objectives

Based on the research question, this study aims:

1. To discover the implementation of intrinsic motivation on green behaviour at Element Fort Lauderdale Downtown.
2. To discover the implementation of intrinsic motivation and green behaviour to enhance job satisfaction at Element Fort Lauderdale Downtown.

1.4 Research Significance

The benefits of the research consist of theoretical benefits and practical benefits with the following descriptions:

1. Theoretical Benefits.

Theoretically, the results of this study are expected to provide information and insight and become a guide in the development of science in future research related to work motivation, green behaviour, and job satisfaction in Element Fort Lauderdale Downtown.

2. Practical Benefit

a. Benefit for Element Fort Lauderdale Downtown.

It is hoped that this study can provide input and be used as consideration on how the implementation of intrinsic motivation and green behaviour on enhancing job satisfaction in Element Fort Lauderdale Downtown.

b. Benefit for Politeknik Negeri bali

It is hoped that this research can be a reference for students who will conduct further research on the analysis of the implementation of intrinsic

motivation and green behaviour on enhancing job satisfaction, as well as add to the bibliography at the Politeknik Negeri Bali

c. Benefit for Students

The benefits obtained from the writer with this research are to increase knowledge and insight into the implementation of intrinsic motivation and green behaviour on enhancing job satisfaction and apply the knowledge and theory gained during lectures.

1.5 Limitation and Scoup of Research

Based on research topics regarding implementation of intrinsic motivation and green behaviour on enhancing job satisfaction at Element Fort Lauderdale Downtown, the material is very broad. Therefore, it is necessary to limit problems in the focus of research so that it has a specific scope, including: the variables in this study are intrinsic motivation and green behaviour as independent variables, job satisfaction variables as dependent variables.



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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the comprehensive data analysis and detailed examination provided, it is evident that the implementation of intrinsic motivation and green behaviour at Element Fort Lauderdale Downtown has achieved commendable results in enhancing job satisfaction. Furthermore, the strong correlation identified between intrinsic motivation and green behaviour in enhancing job satisfaction emphasizes their combined impact. By fostering a workplace environment where employees feel personally connected to their roles and encouraged to adopt sustainable practices, Element Fort Lauderdale Downtown not only enhances job satisfaction but also promotes a culture of environmental responsibility. In addition, from the results above it can be concluded that the intrinsic motivation and green behaviour variables contribute simultaneously to 71.7% of job satisfaction variables and the remaining 28.3% of other variables outside of this study.

5.2 Suggestion

Based on the findings from the discussions Element Fort Lauderdale Downtown has identified opportunities to strengthen both intrinsic motivation and green behaviour among its staff. Specifically, aspects such as employees feeling aligned with their values and interests within the workplace, and the adoption of eco-friendly practices like using stairs instead of elevators during operations, have

shown room for improvement. To foster greater job satisfaction and promote sustainability practices within the hotel, it is recommended to cultivate a work environment where employees feel more connected to their roles in alignment with their values. This can be achieved through initiatives that encourage open dialogue and understanding between management and staff regarding individual aspirations and job roles. Moreover, promoting green behaviours can be enhanced by integrating sustainability awareness into daily operations and providing incentives for eco-friendly practices. By nurturing a culture that values both personal alignment and environmental responsibility, Element Fort Lauderdale Downtown can create a more fulfilling workplace environment that supports employee satisfaction and contributes positively to sustainable practice. The writer suggests that future research can add new variables that could enhance job satisfaction beyond intrinsic motivation and green behaviour.



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