

**UNDERGRADUATED THESIS**  
**IMPLEMENTATION OF ONLINE TRAINING**  
**IN ENHANCING FRONT OFFICE EMPLOYEE PERFORMANCE**  
**THROUGH MARRIOTT GLOBAL SOURCE PLATFORM**  
**AT W BALI – SEMINYAK**



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**BADUNG**  
**2024**

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**FRONT OFFICE EMPLOYEE PERFORMANCE THROUGH**  
**MARRIOTT GLOBAL SOURCE PLATFORM**  
**AT W BALI – SEMINYAK**

**This undergraduated thesis is submitted as one of the requirements to create an  
under graduated thesis in Tourism Management Study Program in Politeknik  
Negeri Bali.**



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## UNDERGRADUATE THESIS APPROVAL SHEET

### IMPLEMENTATION OF ONLINE TRAINING IN ENHANCING FRONT OFFICE EMPLOYEE PERFORMANCE THROUGH MARRIOTT GLOBAL SOURCE PLATFORM AT W BALI – SEMINYAK

This Undergraduate Thesis has been approved by the Supervisors and  
the Head of Tourism Department of Politeknik Negeri Bali on June 19<sup>th</sup>, 2024

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## UNDERGRADUATE THESIS VALIDITY SHEET


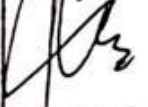

This undergraduate thesis entitled:

**IMPLEMENTATION OF ONLINE TRAINING IN ENHANCING FRONT  
OFFICE EMPLOYEE PERFORMANCE THROUGH MARRIOTT  
GLOBAL SOURCE PLATFORM AT W BALI SEMINYAK**

by Ni Made Ayu Pearly Utari (NIM. 201583409) 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**

on Friday, July 19<sup>th</sup>, 2024

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GLOBAL SOURCE PLATFORM AT W BALI – SEMINYAK**

that is written as a partial requirement for the Applied Bachelor's Degree of Tourism Business Management is my own work. All the information contained in this undergraduate thesis which is derived from the work of others had been given an award by citing the name of the source authors correctly according to the academic norms, rules, and ethics.

If it is discovered in the future that a portion or the whole thesis is not my original work or that there is a case of plagiarism, I willingly accept the consequence of my academic title withdrawal and other sanctions as postulated by Indonesian National Law.

Badung, July 19<sup>th</sup>, 2024

Who made the statement,

  
Ni Made Ayu Pearly Utari



## ACKNOWLEDGMENT

Foremost, I would like to thank God almighty, Ida Sang Hyang Widhi Wasa, for the blessings and grace the writer able to compile an Undergraduate Thesis entitled "**Implementation of Online Training in Enhancing Front Office Employee Performance through Marriott Global Source Platform at W Bali – Seminyak**" on time.

This Undergraduate Thesis was written to fulfill one of the requirements to obtaining an applied Diploma 4 Tourism Business Management Study Program, Tourism Department, Politeknik Negeri Bali. The writer acknowledges that the preparation of this research proposal encountered various challenges due to the author's limited knowledge. However, the author was able to complete the study project with the support of motivation, guidance, and prayers from several individuals. Consequently, the writer would like to honor and express sincere gratitude for:

1. Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par., As the head of the Department of Tourism at the Bali State Polytechnic who has provided the opportunity to study at the Department of Tourism.
2. Putu Tika Virginiya, S.Pd., M.Pd., As Secretary of the Department of Tourism of the Bali State Polytechnic who has provided support and advice to the writer.
3. Made Satria Pramanda Putra, S.H., S.E., M.M., As the head of Diploma IV, Tourism Business Management Study Program.
4. Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par., as supervisor I who has provided advice, input, motivation, direction, and guidance to the writer in completing this undergraduate thesis.
5. I Nyoman Rajin Aryana, S.Pd., M.Hum., as supervisor II who provides direction, motivation, and suggestions in improving this undergraduate thesis.
6. All lectures of the Tourism Department for the knowledge and education given to the writer and all student for almost 4 years.

7. All my friends from MBP B Class, who always support, give motivation and information during campus life so that the writer can complete this undergraduate thesis.
8. My father and my mother are the people behind me who always support and pray for my successful life, so the writer can finish this undergraduate thesis without any problem.

Therefore, with all humility, the writer looks forward to criticism and suggestions, especially from readers, and hopes that this research proposal can benefit research as well. as for the development of the tourism industry.

Badung, 29 June 2024

Writer



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## ABSTRACT

Utari, Ni Made Ayu Pearly. (2024). *Implementation of Online Training in Enhancing Front Office Employee Performance Through Marriott Global Source Platform at W Bali – Seminyak*. Undergraduate Thesis: Tourism Business Management, Tourism Department, Politeknik Negeri Bali.

This undergraduate thesis has been supervised and approved by Supervisor I: Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par. and Supervisor II: I Nyoman Rajin Aryana, S.pd., M. Hum.

Keywords: Online Training, Front Office, Employee Performance, Marriott Global Source.

This research examines the Implementation of Online Training through the Marriott Global Sources platform and its impact on Employee Performance, specifically aiming to assess the influence of such training in enhancing the performance of Front Office employees at the W Bali – Seminyak. Data collection was conducted through observation, questionnaires, interviews, and documentation, utilizing both quantitative and qualitative descriptive analysis techniques. The target respondents for the questionnaires were employees of the Front Office Department, selected through a saturated sampling technique, with a total of 65 respondents. Additionally, interviews were conducted with key informants, namely the Front Office Managers and Learning and Development Managers. The data analysis process included stages such as instrument testing, simple correlation testing, classical assumption testing, partial significance testing (t-test), simple linear regression analysis, lack of fit testing, and determination coefficient testing ( $R^2$ ), all performed using IBM SPSS 27 software. The findings of this study indicate that the t-count value exceeds the t-table value, suggesting that the online training variable has a partial effect on the employee performance variable. Furthermore, the adjusted R Square value of 0.627 indicates that 62.7 percent of the variation in employee performance is significantly influenced by the online training variable, while the remaining 37.3 percent is attributed to other factors not included in the research model.

## **ABSTRAK**

*Utari, Ni Made Ayu Pearly. (2024). Implementation of Online Training in Enhancing Front Office Employee Performance Through Marriott Global Source Platform at W Bali – Seminyak. Skripsi: Manajemen Bisnis Pariwisata, Jurusan Pariwisata, Politeknik Negeri Bali.*

*Skripsi ini telah disetujui dan diperiksa oleh Pembimbing I: Dr. Ni Nyoman Sri Astuti, S.ST.Par., M.Par. dan Pembimbing II: I Nyoman Rajin Aryana, S.pd., M. Hum.*

*Kata kunci: Pelatihan Online, Front Office, Kinerja Karyawan, Marriot Global Source.*

*Penelitian ini meneliti implementasi pelatihan daring melalui Marriott Global Source Platform dan dampaknya terhadap kinerja karyawan, khususnya bertujuan untuk mengetahui seberapa pengaruh pelatihan daring dalam meningkatkan kinerja karyawan Front Office di W Bali – Seminyak. Pengumpulan data dilakukan dengan metode observasi, kuesioner, wawancara, dan dokumentasi dengan teknik analisa data yang digunakan yaitu analisis kuantitatif dan analisis deskriptif kualitatif. Target responden penyebaran kuesioner yaitu karyawan Front Office Departemen dengan teknik penentuan sampel dengan metode sampel jenuh dengan total responden sebanyak 65 orang dan melakukan wawancara dengan narasumber. Narasumber dalam penelitian ini yaitu Front Office Manager dan Learning and Development Manager. Proses analisis data meliputi tahap-tahap seperti uji instrumen, uji korelasi sederhana, uji asumsi klasik, uji signifikan partial (uji-t), analisis regresi linier sederhana, uji lack of fit, dan uji koefisien determinasi ( $R^2$ ) dengan menggunakan program IBM SPSS 27. Temuan penelitian ini menunjukkan nilai  $t$ -hitung  $>$   $t$ -tabel sehingga dapat diartikan bahwa variabel efektivitas pelatihan daring berpengaruh secara parsial terhadap variabel kinerja karyawan dan memiliki nilai adjusted R Square sebesar 0,627 yang dapat diartikan bahwa variasi kinerja pegawai dapat dipengaruhi secara signifikan oleh variabel Pelatihan Daring sebesar 62,7 persen, sedangkan sisanya sebesar 37,3 persen dijelaskan oleh faktor lain yang tidak dijelaskan dalam model penelitian.*

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## CHAPTER I

### INTRODUCTION

#### 1.1 Research Background

The continuous and accelerated advancement of new technologies over the years has established the foundation for the present 4.0 revolution, representing an extensive progression in economic and industrial development. No exception, the application of new technology almost touches all sectors of the economy which can be said to be the beginning of a new industrial revolution (Aysa, 2021). In the industrial era 4.0, many new platforms have developed that facilitate human activities by utilizing technological advances. Referring to the methodology used by the International Telecommunication Union (ITU), the Central Bureau of Statistics compiled an index that describes the development of Indonesian ICT under the name ICT Development Index. Indonesia's ICT development has shown positive developments in the last five years, as illustrated by the increase in the value of the ICT Development Index. In 2018, the ICT Development Index value was recorded at 5.07 and continued to increase until 2022 with a value reaching 5.85. Overall, the increase in the index occurred in five years by 0.78 points (Badan Pusat Statistik, 2022)

One of the sectors significantly influenced by the advancement of this technology is education. Education is fundamentally a process of communication and information transfer from educators to students, encompassing elements such as educators as the information source, media as the vehicle for presenting ideas and

educational content, and the students themselves. Some parts of this element get a touch of information technology media, thus triggering the birth of the idea of e-learning (Jan et al., 2018). New technologies, particularly in the field of ICT, are playing an increasingly vital role in the learning process. Learning is a strategy and at the same time as a solution for an organization/company and individuals to adapt and take effective actions to create competitive advantages. Electronic learning is becoming a new paradigm in modern education, with numerous studies providing empirical evidence that the effective use of e-learning technology can offer significant opportunities (Permatasari & Hardiyana, 2018). By utilizing electronic learning media in the learning process, distance and time are not obstacles to carry out the learning process (Sunardi et al., 2019). The development of information technology and digitalization also has a significant impact on the tourism industry in Indonesia. Digitalization in the tourism sector shows a positive response, especially in the hotel industry in Bali. Similar to any other business, hotels must adapt to the advancements of the digitalization era to remain relevant and competitive, particularly in enhancing service quality and the performance of their human resources.

W Bali – Seminyak is a luxury five-star hotel in Seminyak, Bali, managed by Marriott International. As the world's largest hospitality management company, Marriott International aspires to be the preferred travel company for people worldwide. This vision, combined with their strong work ethic and corporate culture, enables them to achieve success in every venture, including W Bali – Seminyak.



Work ethic is closely linked to the quality of human resources, which is essential for successfully executing the company's vision and mission. Human resources are one of the most important resources of a tourism company, which directly affects its competitiveness and survival in the tourism market (Rihardi, 2021). To obtain and maintain one of the competitive advantages that have been achieved, tourism companies, especially the hospitality industry, must continue to develop knowledge, creativity, and innovation of human resources.

Employees need training to become qualified, both technically and socially, and to advance their careers in specialized or managerial roles. Without proper training, they may not fully grasp their responsibilities and duties. Moreover, training plays a crucial role in closing the gap between an employee's current performance and the expected performance standards. It aims to improve job practices and align employees with the major contents of their job environment. (Aboyassin & Sultan, 2017). The management of W Bali – Seminyak divides the training program into offline training and online training. Online training is carried out as a form of adaptation to advances in information technology and the contribution of W Bali – Seminyak in implementing the CHSE program, especially for environmental sustainability. Online training is essential for advancing research in energy and the environment. Its significance is heightened by its impact on the global energy ecosystem. In the post-Covid-19 era and in line with the global shift towards sustainability, it is crucial to explore the synergy between remote learning models and sustainable development (Al-Jaber & Al-Ghamdi, 2020). W Bali – Seminyak uses a

platform that has been designed by Marriot International management in improving the quality of human resources through Marriott International's Global Intranet and Business Application (e-Tools), called Marriott Global Source. This platform is designed to support company operations through various tools for improving electronic services and digital learning. Online training is conducted by providing materials such as written content, images, videos, simulated scenarios, and tests, which can be accessed by employees with an Enterprise Identification (EID) to log in to Marriott Global Sources. They can then select the designated feature for online training, known as the Digital Learning Zone. Online training will be scheduled by head of department as well as monitor the result of training.

Training needs to be done consistently by a company to review knowledge and ensure everything runs according to company standards. It is undeniable, negligence can occur in a service which can be caused by factors such as human error or lack of understanding of work. Here are some reviews from hotel travelers who have visited W Bali – Seminyak taken from the Booking.com and TripAdvisor websites.



**Figure 1.1** Review from the guest  
Source: www.booking.com, 2024



**Figure 1.2** Review from the guest  
Source: [www.tripadvisor.co.id](http://www.tripadvisor.co.id), 2024

Based on the picture above, it can be seen guest bad reviews staying at W Bali – Seminyak because of the performance of front office employee when handle check-in process. It should be the basic skills and procedures that must be mastered by front office employees. Front Office department is a crucial department that reflects the quality of hotel services for guests who arrive at W Bali – Seminyak for the first time. Therefore, it is important to improve the quality of Front Office employee to ensure service excellent in order to achieve a guest satisfaction.

Based on the description of the background above, the writer interesting to do research about implementation of online training for front office employee to enhancing the performance with entitled” **Implementation of Online Training in Enhancing Front Office Employee Performance through Marriot Global Source Platform at W Bali – Seminyak**".

## 1.2 Statement of the Problems

Based on the background that has been described, the main issues that used as a problem are as follows:

1. How is the implementation of online training through Marriott Global Source platform in front office department at W Bali - Seminyak?
2. How is the influence of online training through Marriott Global Source platform in enhancing front office employee performance at W Bali – Seminyak?

## 1.3 Research Objectives

Based on the problem identification above, the purpose of this research proposal are as follows:

1. To identify the implementation of online training through Marriott Global Source platform in front office department at W Bali – Seminyak.
2. To analyze the influence of online training through Marriot Global Source platform in enhancing front office employee performance at W Bali – Seminyak.

## 1.4 Research Significance

### 1.4.1 Theoretical Benefits

Theoretically, this research aims to enhance understanding and knowledge regarding the implementation of online training for improving employee performance and the quality of human resources. Additionally, it is anticipated that this research will serve as a reference for future researchers and provide valuable insights for readers.

#### 1.4.2 Practical Benefits

The practical benefits of this research are as follows:

1. For W Bali – Seminyak

The results of this study are input or suggestions for W Bali – Seminyak to maximize training programs, especially online training through the Marriott Global Source platform to improve the performance of front office employees.

2. For Bali State Polytechnic

The results of this study can add information and reading for future researchers who need references to conduct similar research.

3. For Student

The results of this research can add insight and experience that is very useful in applying the knowledge and skills that have been obtained while studying at the Bali State Polytechnic.

#### 1.5 Limitations and Scope of Research

In this research, the scope and limitations focus on online training and employee performance. The online training variable, indicators is used according to the theory developed by Baldwin & Ford (1988) in Khloud Bou Kamal, Mohamed Al Aghbari (2016) which include online training infrastructure, online training efficiency, and online training method. Meanwhile, the indicators of employee performance variable according to Mangkunegara (2017) consist of performance quality, performance quantity, reliability, and attitude.

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1 Conclusion

Based on the problem identification, research objectives, and the results of the discussion conducted in the research entitled "Implementation of Online Training in Enhancing Front Office Employee Performance through Marriott Global Sources Platform at W Bali – Seminyak" it can be concluded as follows:

1. The implementation of online training through the Marriott Global Source Platform at W Bali – Seminyak has been validated by analyzing responses from questionnaires and calculating average scores. The final results, with a total score of 4.54, indicate that online training through the Marriott Global Source Platform at W Bali – Seminyak is well implemented. These findings are consistent with statements from interviews with key informants. The success of the online training implementation is attributed to the high standards set by Marriott International for such programs at W Bali – Seminyak. The Marriott Global Source Platform, which facilitates the online training, is designed to be accessible anytime and anywhere by employees using their EID. This platform serves multiple essential functions for the company's operations, including employee learning through the Digital Learning Zone feature. W Bali – Seminyak mandates that all employees complete the online learning materials available in the Digital Learning Zone within a specified due date and targeting 50 hours of training per year. The provided materials are engaging, featuring images and videos that understandable. Even though the online training can

be conducted anytime and anywhere, W Bali – Seminyak also providing a training room with excellent infrastructure, internet connectivity, and devices as well.

2. Based on the measurement results concerning the impact of online training on enhancing Front Office employee performance through the Marriott Global Source platform at W Bali – Seminyak, and utilizing simple linear regression analysis, it was determined that the online training variable has a positive and significant influence on employee performance. Online training accounts for 62.7% of the variation in employee performance, while the remaining 37.3% is attributed to factors not covered in this research model.

These findings are corroborated by interview data from key informants, which suggest that the training positively and effectively enhances employee performance, particularly in the Front Office Department. The Marriott Global Source Platform's accessibility allows Front Office employees to engage in online training at any time and from any location, without disrupting operational work hours. Moreover, the ability to review materials and demonstrations repeatedly without time constraints is crucial for maximizing knowledge retention, which contributes to improved employee performance. This study does not delve into the additional factors influencing employee performance, which account for 37.3%, to maintain focus on the primary objective of assessing the impact of online training on employee performance.

## 5.2 Suggestion

Based on the research results on the topic "Implementation of Online Training in Enhancing Front Office Employee Performance through Marriott Global Source Platform at W Bali – Seminyak" the following suggestions are provided for companies and future researchers:

1. For W Bali – Seminyak

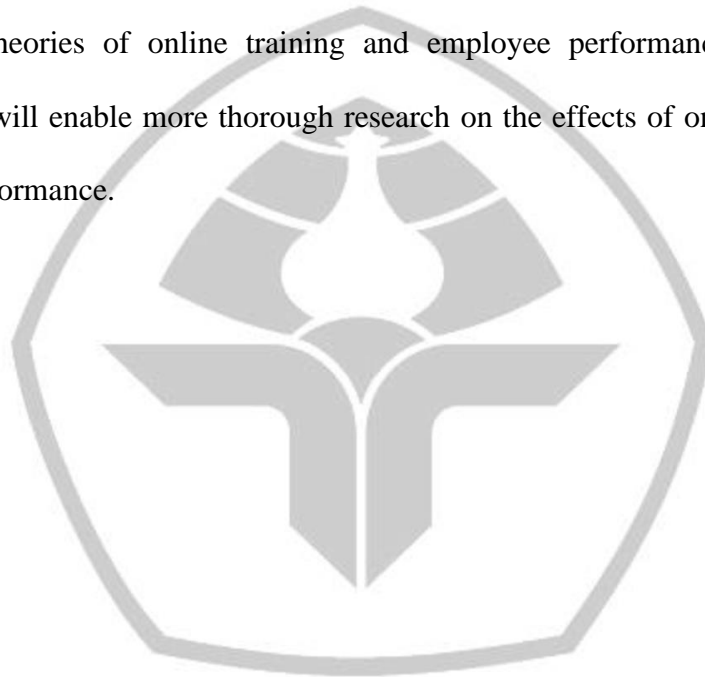
The suggestion that the author can provide are establishing a program or small competition to recognize employees who achieve the highest training hours each year and provide appreciation or rewards for their accomplishments. These rewards not only certificates but also gifts or incentives for the employees. The presence of such competitions and rewards can indirectly boost the enthusiasm of departments or employees to participate in training, thereby increasing the number of training hours completed and enhancing the hotel's performance ratings. Another suggestion is that management is expected to continue to update the appearance of the training content so that it always looks interesting when employees want to review the material they want to learn. Because some video materials have a very old-fashioned look. In addition, based on data obtained through the distribution of questionnaires, employees at W Bali – Seminyak are dominated by the Millennial Generation and Generation Z, so it is hoped that management can adjust the content to suit the tastes of the Millennial and Z Generation so that it looks more attractive, so that it can motivate employees to routinely conduct online training. In addition to the content of the material, an interesting idea that can be suggested is to provide a special agenda



for the implementation of online training together in one day by inviting employees to come to the training room and carry out online training in turn. Then, the management also can be served a snack or food during online training.

## 2. For Further Researchers

The suggestion that can provide for future researchers are encouraged to further explore the theories of online training and employee performance. This deeper investigation will enable more thorough research on the effects of online training on employee performance.



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