

# Pengaruh Sensemaking terhadap Knowledge Creation dan Decision Making pada Start-Up bidang Perhotelan = The Impact of Sensemaking towards Knowledge Creation and Decision Making on Hotel Start-up

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## Abstrak

Ketidakpastian kondisi membuat Industri perhotelan yang merupakan sektor utama dari industri pariwisata termasuk ke dalam kategori industri yang paling rentan. Karena itu lah jenis usaha start-up khususnya di bidang Bidang Perhotelan membutuhkan strategi agar mampu menghadapi ketidakpastian kondisi kedepannya. Penelitian ini bertujuan untuk mengetahui pengaruh sensemaking terhadap knowledge creation dan decision making pada start-up Bidang Perhotelan. Penelitian ini menggunakan metode kuantitatif dan mengambil 80 responden dengan teknik penarikan sampel berupa sampel jenuh dari PT Bobobox Mitra Indonesia selaku salah satu start-up Bidang Perhotelan di Indonesia yang paling populer. Analisis data dilakukan dengan analisis regresi sederhana dan Uji F. Pengolahan data yang didapat menggunakan SPSS 26 for Windows. Hasil penelitian yang diperoleh menunjukkan jika adanya pengaruh dari sensemaking terhadap knowledge creation dan decision making. Penelitian ini mampu membuktikan jika sensemaking, knowledge creation beserta decision making dapat membantu start-up industri perhotelan semakin siap menghadapi perubahan dan ketidakpastian kondisi dan informasi.

.....Changes occur everyday in the world and many uncertain conditions matter. Especially start-up businesses nowadays that count one of their primary capital on investors. On the other hand hotelier is one of the industry sectors that is quite vulnerable due to its type of income being classified as a tertiary expense. Hence why start-up hotels need to be prepared to face uncertainty conditions. This study aims to analyze the effect of sensemaking towards knowledge creation and decision making on start-up hotels. Using a quantitative approach, this study distributed questionnaires to 80 respondents with a saturated sample technique, who are categorized as top and middle management at PT Bobobox Mitra Indonesia as one of the well-known hotel start-ups in Indonesia. This research use SPSS 26 for Windows, and obtains results that show sensemaking has an influence on knowledge creation and decision making. This research also proves that sensemaking, , knowledge creation, and decision making is useful to face uncertain condition and obtain secure information.