



## Factors Affecting Interest Return Working For Star Hotel Workers In The Seminyak Area

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### Abstract

*Bali is one of the tourism destinations that has been hit hard by the Covid-19 pandemic. The crisis facing the tourism sector has had a major impact on workers, including hotel workers. Many hotels lost money and closed so they were forced to lay off their workers, including five-star hotels in the Seminyak area. Problems arise when tourism conditions in Bali begin to recover and the tourism industry has difficulty finding experienced workers. For this reason, this study aims to reveal the factors that influence star hotel workers to return to work in the tourism industry in post-pandemic conditions. This study uses a mixed approach (mix methods) which combines quantitative and qualitative approaches. The sampling technique used is technique purposive sampling and data collected through questionnaires, interviews, documentation studies and observation. Interviews were conducted on 7 informants and questionnaires distributed to 135 respondents. Quantitative data analysis techniques were carried out using confirmatory factor analysis techniques (Confirmatory Factor Analysis /CFA) which is processed in a statistical program software. The results of the study found that most of the respondents returned to work in the tourism industry and there were 6 factors that influenced workers' interest in returning to the tourism industry, namely non-physical environmental factors, as the most dominant factor, followed by the nature of work, workers' rights factors, social status factors, skill and character factors, and lastly, the religious value factor.*

**Keywords:** layoffs, interest in returning to work, the tourism industry





## 1. INTRODUCTION

The decline in the number of tourist visits due to the Covid-19 pandemic has had an impact on tourism industry activities including the hospitality sub-sector. This has caused many hotels to lay off their workers. To be able to continue living, tourism workers who were laid off switched professions to become farm laborers, construction workers, home entrepreneurs, selling online, becoming taxi bikes online, and so forth. This shift in worker activity raises the question, after the Covid-19 pandemic ends or conditions improve are these workers willing to return to work in the tourism industry? The Covid-19 pandemic has made these workers rethink their career choices in the tourism sector (Buckle man and Whitsed, 2021) as this sector has proven unstable and vulnerable to global issues.

In Bali Province there are around 3000 workers who have experienced layoffs (Julita S., 2021) with the highest number of layoffs in Badung Regency, namely 1,819 people (Bali Post, 2022; Disperinnaker Badung Regency, 2021). According to the records of the Badung Regency Office of Industry and Labor, there were 1,056 hotel workers who were laid off from all tourism workers who were laid off in Badung Regency during the pandemic. Among the 1,056 hotel workers who experienced layoffs, around 729 workers worked in star hotels. Five-star hotels with the most layoffs his employees are located in the Seminyak area. It was recorded that around 270 people experienced layoffs from star hotels in the area. In 2022, when tourism returns to life in line with the decline in the number of Covid-19 cases around the world. Thus, access in and out between countries was relaxed and tourism and travel activities resumed operations. Companies are slowly opening job vacancies. However, various tourism companies, especially hotels and restaurants, have difficulty finding tourism workers (Sullivan, 2021). One of the hotel companies with the largest network in Europe, namely *Accor Group* even trying to recruit workers who do not have experience working in hospitality (Wijaya, 2022). Through the presentation of these facts, it is necessary to explore and analyze the factors that can influence the interest of star hotel workers who were laid off during the Covid-19 pandemic to return to the tourism industry.

## 2. LITERATURE REVIEW

Research related to the impact of the Covid-19 pandemic on tourism workers has been carried out by several researchers. As done by Baum et al., (2020) who examines the impact of the Covid-19 pandemic on tourism workers from the macro, meso and micro levels. Sun et al. (2021) analyze the vulnerability of tourism employment in all regions of Indonesia. Meanwhile Ozdemir (2020) examines the impact of the Covid-19 pandemic from





the perspective of tourism workers in terms of economic, psychological and social aspects. Chen dan Chen (2021) examines more deeply the perceptions of tourism workers towards the pandemic from a psychological perspective, precisely with regard to the welfare of tourism workers who were laid off and laid off as a result of the Covid-19 pandemic for the desire to change careers. There are also researchers who study the resilience of tourism workers to crisis conditions during the Covid-19 pandemic ((Martins et al., 2020; Kawilarang & Kardiyono, 2021). Meanwhile, related to the topic of wanting to work in the tourism industry has been carried out by several researchers. It's just that most of their research subjects are students who study in the field of tourism and hospitality and were carried out before the Covid-19 pandemic occurred. As research conducted by Kusluvan & Kusluvan (2000) who is a pioneer of research that examines the perceptions and attitudes of students majoring in tourism and hotel management. His research produced 9 scales for measuring interest in working in the tourism industry. Furthermore, there are several researchers using the scale developed by Kusluvan & Kusluvan (2000), such as research conducted by Richardson, 2010; Lusby, (2017) ; sideManna by Abou-Shook, 2020; by Rosyidi (2021).

The previous research above only examined their perceptions of the Covid-19 pandemic, workers' conditions during the pandemic, and resilience. No one has yet attempted to identify an interest in returning to work in the tourism industry. Meanwhile, previous research that examined the desire to work in the tourism industry was only conducted on tourism and hospitality students. For this reason, this research seeks to fill this void by examining the interests of star hotel workers affected by the Covid-19 pandemic, especially those who have experienced layoffs to return to work in the tourism industry.

## 2.1 Interest in Working

Sardiman (2011) suggests that interest is a condition that occurs when a person sees a characteristic or meaning that has a relationship with his own desires or needs.(in Mulyana et al., 2013). A person's interest can emerge from within a person without the presence of someone else telling (Nurkhan, 2005 in Sari et al., 2019). Career interest according(F.J. Sari & Remiasa, 2019) is a persistent interest in the individual to feel happy and interested in a job which includes physical, psychological, mental and social which is carried out on self-awareness and wants to develop his abilities with the aim of obtaining satisfaction, status and economic rewards, content and meaning of life and binding a person to other individuals and society.





Kuslivan & Kuslivan (2000) have developed a measurement scale multidimensional and multi-item consisting of 9 dimensions to measure the desire or interest in working in the tourism industry where in these 9 dimensions namely: nature of work, social status, industry-person congeniality, physical working conditions, pay/benefits, promotion/opportunities, co-workers, managers, commitment to the industry.

## 2.2 Theory Planned Behavior

*Theory Planned Behavior* (TPB) which is a theory presented by(Ajzen, 1991). This theory is a further development of *Theory of Reasoned Action* (BETWEEN)(Ajzen, 1991). As in the original theory of TRA, the main factor in TPB is an individual's intention to perform a particular behavior. Intention is assumed to capture the motivational factors that influence behavior. It is an indication of how hard people are willing to try, how much effort they plan to put in, to perform the behavior. The stronger the intention to engage in a behavior, the more likely its performance is(Ajzen, 1991). *Theory Planned Behavior* (TPB) postulates three determinants of intention which are conceptually independent or three variables independent namely, Attitudes Towards Behavior, Subjective Norm, and Perceived Behavioral Control. Attitudes Towards Behavior refers to the extent to which a person has a favorable or unfavorable evaluation or assessment of the intended behavior(Ajzen, 1991). While *Subjective Norm* is a social factor that refers to perceived social pressure to perform or not perform a behavior (Ajzen, 1991). Subjective norms are individual perceptions of the expectations of influential people in their lives about what they do or don't do with a particular behavior (Ajzen 2005 in(Suleman, 2018)). Finally, Perceived Behavioral Control refers to the perceived ease or difficulty in carrying out the behavior and is assumed to reflect past experience and anticipated obstacles (Ajzen, 1991). Behavior control is the perception of each individual regarding the ease or difficulty of realizing a certain behavior (Ajzen, 2005 in Suleman, 2018). Control factors include required skills and abilities; availability or lack of time, money and other resources; cooperation with others, and so on(Ajzen, 2020).

## 3. RESEARCH METHOD

This study uses a mix methods approach that integrates qualitative and quantitative approaches. The location of this research was conducted in Seminyak, Bali, Indonesia. The population of this study were star hotel workers who had been laid off in the Seminyak area during the Covid-19 pandemic. Sampling technique (Technique Sampling) that will be



used in this study is the technique purposive *sampling*. Regarding the determination of the number of respondents, this study used a table to determine the number of samples belonging to Isaac and Michael from a certain population with an error rate of 10% so that a total sample of 135 people was obtained. Data collection was carried out using a questionnaire with a Likert scale of 1-5, in-depth interviews with informants, documentation studies and observations. Questionnaire data will be analyzed using the confirmatory factor analysis (CFA) method with the IBM SPSS analysis tool Statistical Version 25.

## 4. RESULTS

### 4.1 Overview of Research Locations

Seminyak is one of the villages or sub-districts located in the Kuta District area, Badung Regency, Bali Province along with 4 other sub-districts such as Kedonganan, Tuban, Kuta and Legian Villages. Seminyak Village has an area of about 2.65 km<sup>2</sup> or about 15.13% of the total area of Kuta District (Central Bureau of Statistics for Badung Regency, 2022). Based on data from the Central Bureau of Statistics for 2021, the number of star hotels in Kuta District is around 584 hotels with the largest number of hotels in Kuta Village, which is 419. Meanwhile, in Seminyak Village alone there are 48 hotels (Central Bureau of Statistics for Badung Regency, 2022).

### 4.2 Factors Affecting Star Hotel Workers' Interest in Returning to the Tourism Industry Characteristics of Respondents

Broadly speaking, according to the demographic characteristics of the respondents, it was found that star hotel workers in the Seminyak area who were most affected by layoffs were female workers (51%), young workers aged 21-35 years (73%), workers who had years of service less than 6 years (70%), workers are not married (53%), workers who are studying higher education (78%), come from 5-star hotels (44%), the reason for being laid off is Because the company is trying to do efficiency/force major until the company closed (49%), most of the workers who were laid off came from the front office department (19%), who were non-managerial employees (70%).

Based on the statement from Baum et al. (2020) that the group of hotel industry workers who are most vulnerable to losses from the Covid-19 crisis are young workers and women workers. He mentioned that the lowest level jobs in hospitality are dominated by women who move in the food and beverage service sector food *and beverage services*), food preparation (*food preparation*) and room service (*servicing room*). In addition, there are



unparalleled gender inequalities for women in the hospitality industry such as lower job security, poorer quality of work, and lower salaries than men for the same job (Acker, 2006; Santero-Sanchez et al. , 2015, (in Baum et al., 2020).

Workers aged 21-35 years who are workers who are vulnerable to becoming victims of layoffs, belong to the millennial generation group which according to Rudolph et al., (2018) (Muhtadin, 2022) Millennials are the generation whose births began in the early 1980s and ended in the mid-1990s to the 2000s. According to Utami et al., (2020) the world of work is currently almost controlled by the millennial generation or around 47% of the total population of Indonesia. Therefore, these workers are the most frequently laid off workers, because the number is currently almost half of the total population of Indonesia. In addition, according to Jobstreet (in Utami et al, 2020), 66% of millennials like to change jobs for less than 2 years, so this is also the reason many workers who have worked under 5 years experience layoffs.

The results of other characteristics are workers who study higher education with a total of 78%. This result is comparable to the 2018-2021 tourism employment statistical data report which states that in 2020-2021 workers in the Provision of Accommodation Services for Tourists sub-sector are dominated by workers with diploma graduates and above, namely 12.97% respectively in 2020, and 12.69% in 2021.

In addition, regarding the characteristics of the reasons for the respondents being laid off, it was found that as many as 21% stated the reason was voluntary resignation. Based on the results of interviews on report 2 who was also one of the respondents, the resignation that was actually made was not because of their own will, but through encouragement from the company. This has previously been investigated in more depth by Gde Wiryawan (2021) where in his research results revealed that pResignation done voluntarily is one aspect of the cause of termination of employment which is ideally carried out by workers. However, in reality, resignations are often found along with resignation letters signed by workers. This happens because the company is considered unable to fully fulfill all employee rights so the company uses the reason for voluntary resignation of employees after going through the mechanism unpaid *leave* (stayed at home without pay) so there is no need to terminate employment.

Gde Wiryawan further explained that the company has prepared a statement form for employees to voluntarily resign and employees only need to write and sign the statement. If workers agree to resign by signing a letter prepared by the company, then legally they are declared to have resigned voluntarily. So that employees receive fewer rights than if the company terminates employment. The chronology that has been



described in Gde Wiryawan's research (2021) is similar to the chronology experienced by the informants and respondents in this study. What the company did was actually a form of legal smuggling that benefited the company and harmed the workers (Gde Wiryawan, 2021).

Even so, most of the respondents still chose to work in the tourism industry because the majority of respondents returned to work at hotels/resorts/villas (46%) or nearly half and was the largest percentage among other workplaces. Then about 32% of respondents workOf restaurant, as much as 2% work as a travel *agent*, and 1% work in entertainment/*recreation*. Only 12% of respondents have their own business or have turned into entrepreneurs. Then, as many as 2, and others as much as 7%. So that it can be seen that the tourism industry is still the *prima donna* for star hotel workers in the Seminyak area who had experienced layoffs at the time of the pandemic Covid-19. For this reason, it is necessary to examine the factors that influence these workers to still choose to work back into the tourism industry.

### 4.3 ResultsAnalysis Factor

#### 1. KMO and Bartlett's test

To test the feasibility of the factor analysis data was carried out using the KMO statistical test (*Kaiser-Meyer-Okay*) and Bartlett's Test of Sphericity to test the accuracy of the formed factors. The results of this test can be seen in Table 1.

**Table 1.**  
**KMO and Bartlett Test Results**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.809
Bartlett's Test of Sphericity	Approx. Chi-Square	3031.028
	df	351
	Say.	.000

Source:Analysis Data (2023)

Based on the results of data analysis in Table 1, it is known that the KMO test that has been carried out produces a value of 0.809 or greater than 0.50 and is in the range of



KMO values  $0.8 \leq \text{SME} < 0.9$  which is included in the good category, meaning that the variables used in this study can be analyzed further. Table 7 also presents *Bartlett's Test of Sphericity* or Bartlett's test where the significance value obtained is  $0.000 < 0.05$  which indicates that the indicators used in this study are correlated with each other and are suitable for use in factor analysis.

## 2. Anti Image Correlation

Calculating the *Anti image correlation matrix* on the results of SPSS data processing aims to see the MSA value (*Measures of Sampling Adequacy*), and find out the correlation value between variables in every indicator. Because factor analysis requires that the data matrix must have a correlation so that factor analysis can be carried out. MSA value in the calculation table *anti image correlation matrix* marked by the power "a" which forms a diagonal line. Based on the results of data processing, it is known that the MSA value for all indicators exceeds or is greater than 0.5, which means that each indicator has a strong correlation. This is seen based on the eligibility provisions of variables where a variable is feasible to be analyzed if the MSA value is  $> 0.5$ . If there is an MSA value of  $< 0.5$ , it means that the correlation between indicators is weak, so it cannot be included in further calculations.

## 3. Factor Extraction

Factor extraction aims to reduce indicators to produce fewer factors that are able to explain the indicators studied, resulting in fewer factors. Extraction factors can be seen from the value communalities output SPSS calculations. Table *communalities* show the value of the variance or diversity of indicators that can be explained by the factors formed. Factor criteria that are able to explain indicators must have a value greater than 0.5 ( $> 0.5$ ). Based on the data shows that value communalities obtained by all indicators totaling 27 of these indicators exceed or greater than 0.50, which means that all indicators used in this study can be explained by the factors that are formed and have a strong relationship with these factors. Thus, no indicators are omitted. The bigger the value communalities, the greater the variance or diversity of the original variables that can be represented by the formed factors. Mark Communalities the highest is in the X23 indicator (manager's respectful behavior towards employees) which is equal to 0.839. This indicates that the relationship formed between the X23 indicator and the formed factor is 0.839. This means that the contribution of the X23 indicator to the formed factor is 83.9%.





#### 4. Determining the Number of Factors

The number of factors formed can be seen from the eigenvalues of eigenvalues. Eigenvalues can be found in the table *Total Variance Explained* in the SPSS calculation results. This table shows the percentage of variance or the diversity of factors formed. Factors that have an eigenvalue of 1 can be included. Meanwhile, factors that have an eigenvalue < 1 are not used because they have the ability to explain low variance or diversity. Based on the table *Total Variance Explained* in the SPSS calculation results, it can be seen that there are 6 factors that have an eigenvalue of more than 1 (> 1). The six factors have an eigenvalue of: (1) factor 1 of 11.248; (2) factor 2 of 2.877; (3) factor 3 of 1.755; (4) factor 4 of 1.537; (5) factor 5 of 1.414; (6) factor 6 of 1.053. Meanwhile, the rest have eigenvalues less than 1 so they are not used.

The amount of diversity that can be explained by factors can be seen through the percentage of cumulative values down. Factor 1 is able to explain the diversity of 41.661. Meanwhile factors 1 and 2 were able to explain the diversity of 52.317. The combination of factors 1, 2 and 3 is able to explain the diversity of 58.817. Factors 1 – 4 have percentages cumulative of 64.508, factors 1-5 are able to explain the diversity of 69.744, and final, namely the cumulative percentage of factors 1-6 has a value of 73.643, which means that factors 1-6 are able to explain the diversity of 73.6%. It can be stated that the six factors are sufficient to represent the diversity of the original indicators.

#### 5. Rotary Factor

Factor rotation is done by looking for the factors that are formed (*loading factor*). The factor loading value shows the correlation of each variable on the factors that have been formed. The purpose of this factor rotation is to obtain a simpler factor structure so that it is easy to interpret. Factor rotation can be done by method varimax with the aim of maximizing diversity loading *factor* on each factor so that the original indicator only has a high and strong correlation with one particular factor and has a weak correlation with other factors. The results of factor rotation are available in the following table

**Table 2. Table Rotation Component Matrix**

Indicator	Component					
	1	2	3	4	5	6
X1	0,285	<b>0,791</b>	0,162	0,141	0,149	0,197
x2	0,209	<b>0,765</b>	0,242	0,125	0,151	0,171
X3	0,043	<b>0,568</b>	0,218	0,433	0,236	0,324

X5	0,160	0,337	<b>0,681</b>	0,044	0,207	0,154
X6	0,049	0,143	<b>0,811</b>	0,004	0,050	-0,108
X7	0,218	<b>0,669</b>	0,301	0,236	-0,067	-0,251
X8	0,342	0,167	<b>0,594</b>	0,480	0,036	0,204
X9	0,286	0,087	<b>0,729</b>	0,383	0,064	0,140
X10	0,088	0,191	<b>0,696</b>	0,284	0,184	0,090
X11	0,204	0,483	0,233	<b>0,541</b>	0,239	0,208
X12	0,164	- 0,025	0,057	<b>0,755</b>	0,149	-0,309
X13	0,069	0,276	0,204	<b>0,819</b>	-0,027	0,130
X14	0,012	0,299	0,182	<b>0,809</b>	0,073	0,106
X16	0,085	<b>0,583</b>	0,335	0,477	0,074	0,154
X17	0,155	0,173	0,171	0,072	<b>0,812</b>	0,142
X18	0,204	0,129	0,226	0,036	<b>0,777</b>	0,146
X19	0,259	0,222	0,138	0,018	0,347	<b>0,615</b>
X20	<b>0,577</b>	- 0,177	0,011	0,201	0,461	0,257
X21	<b>0,782</b>	0,203	0,019	0,019	-0,116	0,229
X22	<b>0,790</b>	0,314	0,174	-0,102	0,095	0,161
X23	<b>0,743</b>	0,209	0,372	0,022	0,323	0,000
X24	<b>0,823</b>	0,133	0,127	0,180	0,194	0,009
X25	<b>0,698</b>	0,252	0,294	0,235	0,252	-0,109
X26	<b>0,636</b>	0,040	0,058	0,254	0,493	-0,221
X27	0,287	<b>0,518</b>	-0,117	0,238	0,494	-0,268

Source:Analysis Data (2023)

Based on the results of the analysis in Table 2, it can be seen that out of a total of 27 indicators that have been rotated, there are 2 indicators that do not meet the requirements because the loading factor value is <0.5. These indicators are indicators X4 (work in the tourism industry is worth doing) and X15 (many colleagues return to the tourism industry) so these two indicators are not included in the model. Meanwhile, 25 other indicators met the requirements because the loading factor value was > 0.50.



## 6. Interpretation factor

Six factors were found that determined hotel workers who were laid off during the Covid-19 pandemic to be interested in working again in the tourism industry. The explanation is as follows:

### a. First Factor

Factor 1 has the most eigenvalues, namely a total of 11.2 with the ability to explain the diversity of data reaching 41.7%. This factor is named "Non-physical work environment factor" because it has a strong correlation with 7 indicators regarding relationships with colleagues and superiors, namely: (1) ease of working with colleagues, (2) there is team spirit among colleagues, (3) good relations between colleagues, (4) managers behave respectfully towards employees, (5) manager behave fairly towards employees, (6) manager delegating authority, (7) good relations between manager and employees.

### b. Second Factor

The eigenvalue of factor 2 is 2.8 which is below the first factor and is able to explain the diversity of the data reaching 10.7%. This factor is called the "Job Nature Factor" because it has a strong correlation with 6 indicators that describe employment in the tourism industry, namely: (1) working in the tourism industry tourism a good idea (2) working in the tourism industry is a wise move, (3) work in the tourism industry is attractive, (4) working hours match daily life, (5) family encouragement to work in the tourism industry, (6) promotion done fairly.

### c. Third Factor

Factor 3 has an eigenvalue of 1.7 with the ability to explain the diversity of data by 6.5%. This factor was then given the name "Worker's Rights Factor" because it has a strong correlation with 4 indicators related to workers' rights, namely: (1) good physical working conditions, (2) employee facilities are in good condition, (3) good salary adequate; (4) the level of allowance is adequate.

### d. FactorFourth

Factor 4 has an eigenvalue of 1.5 with the ability to explain the diversity of data as big as 5.7%. This factor is then given the name "Social Status Factor" because it has a strong correlation with 4 indicators that describe social status, as follows: (1) good impact of working in the tourism industry, (2) considered important by the community, (3) proud family with a job in the tourism industry, (4) respected/appreciated in society.

### e. Fifth Factor

Factor 5 has an eigenvalue of 1.4 with the ability to explain the diversity of data by 5.2%. This factor is then named "Skills and Character Factor" because this factor has a strong correlation with 2 indicators related to skills and character, namely: (1) ability and skills useful in the industry tourist, (2) the character according to the job.

f. Factor Keenan

The last factor, namely factor 6, has an eigenvalue of 1.05 with the ability to explain the diversity of data by 3.9%. This factor is named "Factor of religious values" because this factor correlates very closely with the X19 indicator (not contradicting religious values) which has a value of 0.615%. Based on the results of processing the respondents' answers to each indicator, the X17 indicator, which is an indicator of religious values, gets a very positive average score from the respondents. Only as many as 6 respondents which answer "disagree".

## 5. DISCUSSION

### 5.1 Dominant Factor

Dominant factors affecting the interest in returning to work for star hotel workers who experienced layoffs during the pandemic Covid-19 in the Seminyak area to the tourism industry are non-physical environmental factors. Because this factor is able to represent around 41.7 percent of the total percentage of variance that is able to describe as many as 7 specific indicators explaining the non-physical work environment such as the ease of working with colleagues and good relations between manager and employees. This means that star hotel workers who have experienced layoffs judge that the non-physical work environment is the first factor that makes them want to return to the tourism industry. Non-physical work environments according to (Sedarmayanti, 2001) are all conditions that occur related to work relations, both relations with superiors, relations among co-workers, or relations with subordinates. This happened because during the Covid-19 Pandemic, especially after stopping work, there was a change in feelings felt by workers such as feeling pressured because they did not have an income, confused and bored because they had to stay at home and not interact much with other individuals. While working in hotels, workers have the opportunity to interact and socialize with colleagues. Especially for those who already have good relations with colleagues and superiors. As stated by informant 4, one of the main reasons for returning to work was to be able to interact with colleagues because there was a good relationship with colleagues at the hotel where they worked before.



The results of this study are in line with the findings of (Auliani et al., 2017) where his research found that work group or co-worker factors had a considerable influence on employee job satisfaction. It was further explained that work groups, especially strong teams, are a source of support, comfort, and assistance to group members. His research also found that the factor of support from superiors to their employees is able to provide job satisfaction to employees. Because job satisfaction affects commitment to the organization (Simanjuntak, 2020) which means that the factors of colleagues and superiors can be one of the factors that can make someone stay to work in a company or organization which can also be attract again people who had left the company for reasons other than coworkers and superiors. Research results from (Simamora et al., 2016) also found that the non-physical work environment has a significant effect on employee motivation at a hotel in Malang.

The second factor, named the nature of work factor because this factor is dominated by indicators that describe workers' assessment of the nature of work such as work in the tourism industry is attractive and working hours are suitable for everyday life. According to Hackman and Oldham (in (Marini, 2010) states that the nature of work is the quality or special characteristics which are the most central part of a job. These specific job characteristics focus on what makes the job intrinsically motivating. This result is reinforced by statement 2 informants, as disclosed by informant 6 where he stated that he worked in a hotel, especially in the part where he worked (*guest relation officer*) feels good because it can interact with hotel guests who come from various countries and provide opportunities to him to explore their potential in terms of communicating with guests so that guests feel happy with the services provided. Meanwhile, informant 5 mentioned that working as a bell-driver (*guest driver*) gave him the opportunity to travel and work at the same time. Transporting guests to tourist attractions comfortably and safely is part of his job, but can also enjoy the experience of traveling even in working conditions.

Research from Rosyidi (2021) also found that the variable nature of tourism work consisting of indicators such as fun work and jobs that provide freedom of work occupy quadrant 1 in *Importance Performance Analysis* where it means that the indicator is very important but has poor performance or basically needs to pay attention to its performance. In his research it was also found that the nature of tourism work which gave them the opportunity to travel outside the region and abroad received a positive perception from the research respondents. In addition, Lusby's research (2017) also found that hospitality students in the United States felt that the tourism industry was interesting and they found





it more fun to be able to communicate with foreigners. This means that the two studies can strengthen the results that have been obtained from this study.

The third factor, namely the factor of workers' rights. The name of this factor is based on the dominance of 4 indicators regarding workers' rights. According to Law Number 13 of 2003 concerning Manpower it states that workers' rights cover several things and three of them are regarding the basic right to obtain a decent wage, the right to get protection for occupational health and safety, and the right to rest where workers must got opportunity to rest for at least half an hour after working for four hours continuously. This means that the things that attract workers to return to work in the tourism industry are one of the reasons for these workers' rights. Respondents considered this factor to be one of the important factors in deciding whether to return to work in the tourism industry or not.

The results of this factor analysis were reinforced by the interview data of this study where most of the informants stated that working in a hotel was able to provide certainty about the income earned each month and acknowledged that in terms of income while working in a hotel it was much better than income from economic activities that had been carried out after they were laid off. These results are supported by research results from Ni'am et al., (2018) Yang found that wages have a positive effect on employee motivation. In addition, Simamora (2009) (in (Mubaroq & Zulkarnaen, 2017) argues that basically, compensation aims to attract, retain and motivate employees. Study from Simamora, Hamid, and Prasetya (2016) also stated that the physical work environment has a significant effect on the work motivation of hotel employees. According to Nitisemito (2002) states that the physical work environment is everything that is around workers who can influence them in carrying out assigned tasks, for example lighting, air temperature, space for movement, security, cleanliness, and others.

The fourth factor, namely the social status factor where the naming is based on the definition of social status according to Soekanto (2007) (in Wijianto & Ulfa, 2016), which states that social status is a person's place in general in society that relates to other people in their environment, prestige and its rights and obligations. Similar to the results of Richardson's research (2010) where it was found that the majority of the millennial generation who were respondents (66.7%) stated that their families were proud of their career choices in the hospitality industry. However, more than 1/3 of the respondents believe that tourism and hospitality workers are not valued by society because many of them believe that public perceptions of tourism and hospitality graduates will become





waiters (waiter or waitress in a restaurant/*cafe*). This is because the community views work in the tourism industry as a job that is down low skill sets (Lusby, 2017).

Meanwhile, according to the results of interviews with informants 2,5 and 7, when the Covid-19 pandemic hit, many hotel workers and tourism workers in other sub-sectors were laid off and laid off so that this did not cause a change in social status in society because some most people go through the same thing and face similar conditions. Informant 2 who is a repairman smartphone admits that the social condition that is felt after stopping work is the closer relationship with family and neighbors in the surrounding environment. Furthermore, informant 6 was of the opinion that this condition of closeness with neighbors was because the situations faced were more or less the same as one another, namely not working and not earning, so that mutual actions arose. *support* or support one another.

Next is the fifth factor, namely skill factor and character factor. This factor is one of the factors influencing interest in working in the tourism industry because workers feel that if their abilities and skills can later be used properly in the tourism industry, they will be able to provide convenience and better opportunities to work. The results of this factor analysis were reinforced by the results of interviews with informant 4, where he admitted that the educational background taken was indeed a tourism major so that the skills and abilities formed were intended for jobs in the tourism industry sector. Therefore, this informant 4 continues to work at the hotel because he has the ability and skills related to hospitality and of course he can guide in doing work in the hotel. Meanwhile, informant 2 also mentioned that his individual character is also very suitable for tourism, especially for workers who are native Balinese. It was further explained that the typical character of the Balinese population is hospitable people who are indeed friendly with other people who are not known, including tourists. That way, the skills and abilities possessed by workers as well as the suitability of the characters that exist in these workers can later make it easier for them to carry out or carry out their duties and responsibilities when working in the tourism industry. These results are in line with the findings of *Man and Abou-Shouk (2020)* who found that the commitment of students majoring in tourism in the United Arab Emirates was positively influenced by individual suitability for the tourism industry where they believed they had the ability to be able to work in the tourism industry. This includes self-characteristic compatibility with the tourism industry, self-abilities and skills that can be used in the tourism industry, feeling happy while working in the tourism industry and they love to see satisfied customers when they provide service.





Finally, is the factor of religious values. This result can be explained by the findings of TahaMan and Abou-Shouk (2020) that students majoring in tourism over there, especially women, find it difficult to get into the tourism industry because of a misunderstanding that occurred in the United Arab Emirates regarding the tourism industry tourist. The misunderstanding that occurs is the atmosphere of the workplace which tends to be very free, excessive entertainment to the consumption of alcohol which is not in accordance with religious values in the country which is a country with a majority Muslim population. Indonesia is also one of the countries with the largest Muslim population in the world and the island of Bali is a part of Indonesia. However, the majority of the Balinese population has a Hindu religious or religious system (95% of the population are Hindus, 5% are Muslims, Christians, Catholics, Buddhists, and Confucius) (Suweta, 2020). The majority of the respondents in this study, judging by their names, are Balinese Hindus. Most of the informants admit that working in the tourism industry is not against values religious which he adheres to. This can happen because Balinese culture, which is essentially based on values originating from Hindu religious teachings, is flexible and selective in accepting and adopting foreign cultural influences (Suweta, 2020). This result is supported by the answers of informants who are almost entirely native Balinese, where they state that working in the tourism industry does not contradict their religious values/beliefs.

The six factors that influence the intention to return to work in the tourism industry can be grouped into 3 variables that can predict intention based on *Theory Planned Behavior*, i.e. variable attitude towards behavior (attitude), subjective norm (norma subjective), and perceived behavioral control (perceived behavioral control). Based on the results of the factor analysis described in the previous chapter, the factors that fall into the attitude category are factor 2 (the nature of work factor) and factor 3 (worker's rights factor) because these factors are explained by indicators that describe or explain regarding workers' attitudes toward returning to work in the tourism industry (returning to work is a good idea, good physical working conditions, etc.). This refers to two definitions of attitude, namely according to Ajzen (1991) which states that attitude towards behavior is an individual's pleasant or unpleasant assessment of the behavior in question, as well as the definition of attitude according to Ramdhani (in Kandou, Lengkong, and Sendow, 2016) is a mental and neural condition obtained through experience that directs and dynamically influences individual responses to all objects. and related situations.

Furthermore, the factor included in the subjective norm variable category is factor 4 (social status factor) because this factor is explained by indicators that explain individual







perceptions of the expectations of people in their surroundings that influence the respondents of this study to return to work in the industry. tourism (Considered important by the community, respected/respected in society, and family proud of work in industry tourism). This refers to the definition of subjective norms from Ajzen (1991) and Ajzen (2020) where he states that subjective norms are individual perceptions of the expectations of influential people in their lives regarding what they do or don't do with a particular behavior. These influential people can be specific individuals or groups (for example, friends, family, or spouse).

Lastly, regarding the factors included in the perceived behavioral control variables are factors 1, 5, and 6. This is because these factors are explained by indicators that describe perceived control over behavior in returning to work in the tourism industry. Because it is based on the definition of perceived behavioral control according to Ajzen (1991) and Ajzen (2020) that perceived behavioral control is the perceived ease or difficulty in carrying out a behavior and is assumed to reflect past experiences and anticipated obstacles because this perceived behavioral control is based on beliefs control. This belief is related to the existence of factors that can facilitate or inhibit the performance of behaviors that include the skills and abilities needed; availability or lack of time, money and other resources; cooperation with others, and so on. Examples of indicators that represent factors 1, 5, and 6 are such as the ease of working with co-workers, good relations between co-workers, good relations with employees, abilities and skills that are useful in the tourism industry, religious values do not conflict with values religious, dll.).

## 6. CONCLUSION

The factors that influence the intention to return to work for star hotel workers in the Seminyak area who were laid off during the Covid-19 pandemic, consist of 6 factors, namely: (1) non-physical work environment factors; (2) the nature of the work; (3) workers' rights factors, (4) social status factors; (5) skills and character factors, and finally (6) religious value factors. Based on these results, it was found that in fact the physical work environment factor related to the relationship between colleagues and superiors, played the most dominant role in determining their interest in returning to work in the tourism industry, even surpassing the factor of workers' rights which was the third factor. It was also found that most of the reasons for layoffs were because companies were trying to increase company efficiency, and came from 5-star hotels and where they currently work, the majority returned to the sector of providing accommodation services for tourists, the rest worked in restaurants, entrepreneurship, travel agents, entertainment. and recreation.





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