

HUBUNGAN ANTARA TEKANAN *STAKEHOLDER*, UKURAN ORGANISASI DAN *TRI HITA KARANA* TERHADAP KINERJA HOTEL DENGAN PENERAPAN MANAJEMEN LINGKUNGAN SEBAGAI VARIABEL *INTERVENING*
(Studi Empiris Pada Hotel Di Kabupaten Badung)

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ABSTRAK

Penelitian ini bertujuan untuk memperoleh bukti empiris pengaruh tekanan *stakeholder*, Ukuran Organisasi, dan *Tri Hita Karana* terhadap penerapan manajemen lingkungan serta pengaruh penerapan manajemen lingkungan terhadap kinerja hotel. Penelitian ini merupakan penelitian kuantitatif kausalitas dengan menggunakan data primer yang diperoleh dari kuisioner dan diukur dengan menggunakan skala *likert*. Populasi penelitian ini adalah hotel bintang 3 sampai 5 di Kabupaten Badung sebanyak 260. Teknik penentuan sampel menggunakan ketentuan Isaac dan Michael dengan taraf kesalahan 5% dan diperoleh jumlah sampel penelitian sebanyak 149 hotel. Teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil penelitian ini menunjukkan bahwa secara parsial tekanan *stakeholder*, ukuran organisasi, dan *Tri Hita Karana* berpengaruh terhadap penerapan manajemen lingkungan, serta penerapan manajemen lingkungan berpengaruh terhadap kinerja hotel pada hotel di Kabupaten Badung.

Kata kunci: tekanan *stakeholder*, ukuran organisasi, *Tri Hita Karana*, penerapan manajemen lingkungan, kinerja hotel.

***THE RELATIONSHIP BETWEEN STAKEHOLDER PRESSURE,
ORGANIZATIONAL SIZE, AND TRI HITA KARANA ON THE HOTEL
PERFORMANCE WITH THE ENVIRONMENTAL MANAGEMENT
APPLICATION AS AN INTERVENING VARIABLE
(AN EMPIRICAL STUDY ON THE HOTELS IN BADUNG DISTRICT)***

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ABSTRACT

This research aimed at obtaining empirical evidence of the influence of stakeholder pressure, Organizational Size, and Tri Hita Karana on the environmental management application and the effect of the application of environmental management on hotel performance. This research employed a quantitative causality study using primary data obtained from questionnaires and measured through a Likert scale. The population of this study was 3 to 5 star hotels in Badung District, as many as 260. The technique of determining the sample was through Isaac and Michael provision with an error rate of 5% and the number of research samples was 149 hotels. The data analysis technique used was multiple linear regression analysis. The results of this research indicated that partially stakeholder pressure, organizational size, and Tri Hita Karana affected the application of environmental management, and the application of environmental management affected the hotels' performance of the hotels in Badung District.

Keywords: *stakeholder pressure, organizational size, Tri Hita Karana, the implementation of environmental management, hotel performance.*