



**A STUDY OF EMPLOYEE SATISFACTION AND ITS
EFFECT TOWARD LOYALTY IN DE PALMA HOTEL
AMPANG**

ABHARINA NUR BINTI AHMAD SABRI

2015218248

**BACHELOR BUSINESS ADMINISTRATION (HONS) IN
MARKETING**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UiTM)

JOHOR

JUNE 2018

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**Submitted in partial fulfillment
Of the requirement for the
Bachelor of Business Administration (Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
JOHOR**

JUNE 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH (HONOURS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

"DECLARATION OF ORIGINAL WORK"

I, Abharina Nur Binti Ahmad Sabri (961111-56-5366)

Hereby, declare that:

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- ✓ This project-paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: Abharina

Date: 27/6/2018

LETTER OF TRANSMITTAL

28th June 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Perniagaan
Universiti Teknologi MARA,
85009 Segamat
JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "A Study Of Employee Satisfaction And Its Effect Toward Loyalty In De Palma Hotel Ampang" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



Abharina Nur Binti Ahmad Sabri
(2015218248)
Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Employee loyalty can be defined as employees trust that they will have no doubt in their work in the organization and that they see this as the best option they have done. There is not easily way to maintain the employee loyalty in an organization to retain employee. As for De Palma Hotel Ampang, there too many employees resign in short period time. The turnover rate of De Palma Hotel Ampang, compared to last year is decreasing. However, the number of employees leaving the organization is still higher than new hires. Therefore, the purpose for this investigation is to investigate the factors that influence the satisfaction of the employees in the hotel industry. The factors involved in this study are career development, compensation and reward, job security and workplace environment. The methodology used in this research paper is quantitative. The researcher distribute questionnaire to 97 respondents to do data collection. The statistical method used for data analysis is regression, correlation and reliability. Overall, at the end of this study, the result has shown there is only three independent that are significant with the dependent variables that is career development, job security and workplace environment while compensation and reward is not significant t.