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**FACTORS AFFECTING EMPLOYEES' TURNOVER INTENTION  
IN HOTEL INDUSTRY**

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## ABSTRACT

The hospitality industry is a tough service industry that faces many challenges prior to compete in retaining their employees after much efforts of training and various benefits given. This includes the issue of employees' turnover intention after certain period of time. Hence, this undergraduate project aims to study the phenomenal factors that lead towards turnover intention in the hospitality industry. Prior to conduct this study, qualitative research design was utilized and secondary data were collected by means to set up the database for the study. An argumentative research design was implied and to extract the key information to come up with the findings, a content analysis technique was applied. The result indicates that both income and job satisfaction are the main factors that contributes to high turnover intention in the hospitality industry. Therefore, the hospitality management should take immediate actions to tackle these two main areas of concerns to reduce the probability of turnover intentions at workplace. This study is beneficial as it can contribute towards enhancing the understanding of issues regarding turnover intention in hotel industry which will benefit as references to the hotel employers, policy makers and future researchers.

**Keywords:** Employees, Turnover Intention, Hospitality Industry, Income, Job Satisfaction

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