



FACULTY OF HOTEL AND TOURISM MANAGEMENT

UNDERGRADUATE PROJECT

(HTM 655)

**THE STUDY OF THE EMPLOYEE'S BEHAVIOR TOWARDS PERFORMANCE IN
THE HOTEL INDUSTRY**

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ABSTRACT

This research proposal is about the study of the employee's behavior towards employee's performance in the hotel industry. It explained that an employee's behavior is the feelings of employees at the workplace in the hotel industry. The study also explained job satisfaction, job involvement and organizational commitment, which are the three key attitudes relevant to important outcomes. People may be more motivated to perform better if they have a more positive attitude at work. To stay ahead of the competition and get a competitive advantage, it's critical to concentrate on the hotel industry's work behavior and organizational performance. A significant part of this study reveals how employee work behavior affects employee performance in the hotel industry. As a result, the goal of this research is to discover the elements that influence employee performance in the hotel business. Next is to identify the most influential factors of employee's performance. It examined whether incentives intrinsically and externally may influence employee performance to determine work satisfaction, organizational commitment and job involvement. It also looked at the impact of the hotel business on job satisfaction, organizational commitment. The information was gathered from secondary sources such as publications, journals, newspapers, and websites. The data show that job satisfaction is the most influential in employee performance in the hotel industry.

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CHAPTER 1: INTRODUCTION

1.1 Overview

This chapter contains the background of the study, problem statement, research objective, research question, conceptual framework, the significance of the study, and the definition of key terms.

1.2 Background of the Study

The hospitality business is one of the fastest-growing industries, and its wide range of opportunities makes it an exciting place to work. Not only that, the hospitality industry is usually exposed to hotels and restaurants. According to Dube and Renaghan (1999), internal aspects such as hotel qualities are critical elements in preserving and maintaining its success due to the market complexity and nature of the hotel products. As a lodging provider for travelers and visitors, the hotel business plays a vital role in enhancing tourism. According to Awang et al. (2008), the hotel business has contributed to Malaysia's economic growth, accounting for over half of the country's real Growth Domestic Product (GDP). In 2019, the number of visitor arrivals in Malaysia improved to 26.1 million, and Malaysia ranked 76th globally. In Southeast Asia, it ranked 2nd. The same goes for international tourists that travelled to other countries worldwide in 2019, which was 2.28 billion. In the U.S foreign visitors 166.01 million, and 1st place in the global rankings. But due to the pandemic Covid-19, the number of tourist arrivals in Malaysia has decreased, affecting the hotel industry. Because of that, most of the hotel industry tries hard to attract the customer coming to the hotel. Due to the pandemic situation, some of the hotel industry needs to cut their expenses in terms of benefits to employees and salary. When this happens, it can affect employee's behavior.

Baron (1978) stated that job-related arrogances such as work commitment, leadership, and job involvement influence the performance of such employees. Employee performance is the sum of their commitment and involvement in their company. The worker is an individual hired by an employer to do a specific job in a particular department, such as human resources, housekeeping, and front office.

Meanwhile, according to Bluedom (1982) in Kalliath and Beck (2001), the best attitudes practices among hotel employees will lead to their job satisfaction. Job fulfilment is described as a positive attitude toward one's work. If an employee has a positive attitude toward their work, they will be fulfilled. In addition, if they're unsatisfied, it suggests they don't like what they're doing. Job satisfaction, according to Locke (1969, 1676), is a happy or positive