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**UNIVERSITI TEKNOLOGI MARA
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**FACTORS AFFECTING HIGH STAFF
TURNOVER IN HOTEL INDUSTRY**

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ABSTRACT

Staff turnover occurred in various industries around the world, which can be classified as the number of employees who left the organization. The hotel industry can be said that among industries that experienced relatively high staff turnover, contribute challenge for the organization. Many factors contributed to high staff turnover, especially in the hotel industry. This study aims to discuss the factors affecting high staff turnover in the hotel industry, namely unclear job satisfaction, laid-off, and unstable economy. The study also discussed the consequences of high staff turnover in the hotel industry during pandemic COVID-19. This study used an argumentative research design to explore more on the factors affecting high staff turnover. The secondary data collection method has been used to collect the information related to the topic from various sources, including journals, articles, online books, government records, and websites. The study's findings further highlighted all the factors affecting high staff turnover in the hotel industry: unclear job satisfaction, laid-off, and unstable economy with detailed justifications. Finally, the hotel industry should improve staff turnover and apprehend the factors and consequences that lead to high staff turnover for the organization's survival.

Keyword: Staff turnover, unclear job satisfaction, laid-off, unstable economy