

UNIVERSITI TEKNOLOGI MARA

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FACULTY OF HOTEL & TOURISM MANAGEMENT

A STUDY OF EMPLOYEE FULFILLMENT TOWARDS LOYALTY IN HOTEL INDUSTRY

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This undergraduate report (HTM655) submitted in partial fulfilment of the requirements for the
degree of

BACHELOR OF SCIENCE (HONS) IN

HOTEL MANAGEMENT – HM240

Universiti Teknologi MARA (UiTM), MALAYSIA

JULY 2018

DECLARATION

I hereby declare that the work contained in this research was carried out in accordance with the regulations of University Teknologi MARA and is our own except those which have been identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, actions can be taken against us in accordance with UiTM's rules and academic regulations

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ABSTRACT

Job loyalty in a simple word is defined as the action of employees staying in one job without hopping to another job for a long time. Management have to come out with ideas on how to retain their employees in order to save budget from recruiting new employees. This study is about the employee fulfilments towards loyalty in Hotel Industry. This research is conducted to study about the relationship between employee loyalty and the three variables which are compensation, job security and workplace environment. According to previous studies conducted, there is a significant relationship between these variables and the employee loyalty. In this research, researchers have conducted this study by using secondary data which is collecting data from journals, articles, books and other reliable sources. Furthermore, there are also few suggestions proposed in the last part of this research for future researchers to conduct this research and have a more accurate outcome.

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