

UNIVERSITI TEKNOLOGI MARA

**THE RELATIONSHIP BETWEEN EMPLOYEE
PSYCHOLOGICAL EMPOWERMENT, OVERALL
JOB SATISFACTION AND EMPLOYEE LOYALTY
OF FRONT OFFICE RECEPTIONISTS IN
KUALA LUMPUR 5 STAR HOTELS**

MOHD ONN RASHDI ABD PATAH

Thesis submitted in fulfillment of the requirements for the degree of

Master of Science

Faculty of Hotel and Tourism Management

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Candidate's Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as reference work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

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Name of Candidate : Mohd Onn Rashdi Bin Abd Patah

Candidate's ID No. : 2007239826

Program : Master of Science Hotel Management (HM780)

Faculty : Faculty of Hotel & Tourism Management

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Signature of Candidate:



Date : 28 October 2009

ABSTRACT

The hotel industry has the responsibility and role of increasing guest satisfaction with its services and products. This can be carried out through efficient service by frontline employees, particularly the Front Office receptionists. Developing efficient workforce may depend on their satisfaction level towards the job given by the management and sense of belonging or loyalty to the organization. There are many ways and means of developing employees' satisfaction and loyalty level to their work and organization. Empowering employees is one of the approaches to a better organizational effort in harmonizing and producing positive employee outcome. This study was conducted to examine the relationships between psychological empowerment (through dimensions of meaningfulness, competence and influence), overall job satisfaction and employee loyalty of Front Office receptionists in Kuala Lumpur 5-star hotels. A total of 210 questionnaires distributed to Front Office receptionists at 21 hotels rated as 5 star hotels in Kuala Lumpur, Malaysia. The response rate was 43 percent which represent a total of 91 questionnaires that was returned, usable and coded. Results showed that the three dimensions of psychological empowerment; meaningfulness, competence and influence have significant impacts on overall job satisfaction. However, none of the psychological empowerment dimensions had significant impact on employee loyalty. Findings also suggested that overall job satisfaction influenced employee loyalty level towards their organization. Employee psychological empowerment and loyalty scores did not have any significance differences based on their demographic information and work profiles. Significance differences were only found on employees' overall job satisfaction scores based on their demographic information and work profiles especially in terms of age and hotel tenure. Hotel managers might consider solution in their effort to increase employee's overall job satisfaction and loyalty for example by enhancing participation by the departmental decision making, encourage creativity and further nurture work-related skills.

Keywords: employee psychological empowerment, overall job satisfaction, employee loyalty, front office receptionists

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