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FACTORS THAT AFFECT EMPLOYEE'S LOYALTY IN THE
HOTEL INDUSTRY

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I have reviewed the final and complete research project and approve the submission of this report for evaluation.
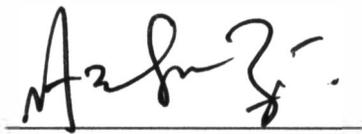
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DECLARATION

I hereby declare that the work contained in this research proposal is my own except those which have been duly identified and acknowledged. If I am later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against me under the Academic Regulations of UiTM's.

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ABSTRACT

This research aimed to study the factors that affect employees to have loyalty to The Hotel Industry. The research was conducted in the Park Avenue Hotel, Sungai Petani Kedah as a location for the researcher to collect data. This study focused on the factors that affect the employees loyalty in the Hotel Industry that contribute to building and retaining loyal behavior. Loyalty and employee are the key parameters that influence the success of a company. This study was done by distributing 130 set of questionnaire to the employees at Park Avenue Hotel. The findings of the study indicated that factors like Supervisory Relationship, Employee's reward and Working Condition all have significant relationship between employee's loyalty in the Park Avenue Hotel.

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