

Factors Associated with Hotel Employees' Loyalty: A Case Study of Hotel Employees in Bangkok, Thailand

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Abstract : This research paper was aimed to examine the reasons associated with hotel employees' loyalty. This was a case study of 200 hotel employees in Bangkok, Thailand. The population of this study included all hotel employees who were working in Bangkok during January to March, 2014. Based on 200 respondents who answered the questionnaire, the data were compiled by using SPSS. Mean and standard deviation were utilized in analyzing the data. The findings revealed that the average mean of importance was 4.40, with 0.7585 of standard deviation. Moreover, the mean average can be used to rank the level of importance from each factor as follows: 1) salary, service charge cut, and benefits, 2) career development and possible advancement, 3) freedom of working, thinking, and ability to use my initiative, 4) training opportunities, 5) social involvement and positive environment, 6) fair treatment in the workplace and fair evaluation of job performance, and 7) personal satisfaction, participation, and recognition.

Keywords : hotel employees, loyalty, reasons, case study

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