

**THE INFLUENCING FACTORS OF EMPLOYEE TURNOVER
INTENTION IN HOTEL INDUSTRY IN CHINA**

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Master of Science (Management)

University Utara Malaysia

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TURNOVER INTENTION IN HOTEL INDUSTRY IN
CHINA**

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**Thesis Submitted to the
Othman Yeop Abdullah Graduate School of Business,
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in Fulfillment of the Requirement for the Degree of
Master of Sciences (Management)**

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ABSTRACT

This research study about the most reason for quitting the job by exiting employees, work factors and its influence to employee turnover, the relationship between reasons for quitting the job and work factors and the relationship between demographic factors and reasons for quitting the job. In this study used 500 respondent of exiting employees. The tool of analyses used is correlation concept by Chi - Square test for testing of hypotheses. The results of this study are: the most reason for quitting the job is dissatisfaction with supervisor treatment (49.2%), it means in their company have poor relationship between the employees and managers. The second most frequent reason was salary (12%). This research found also that in term work factors, work environment are the highest level of agreement in all respondents. After that, supervision and communication are lower rated and similar in agreement. Job satisfaction was the lowest rated work factor. Thus, overall most of the employee who left tends to agree on the goodness of the work environment aspects. Most agreed that the work conditions are good and that adequate equipment was available. This study found that Chi - Square Test for all items of work factors are 0.001 (Assymp.Sig.2-sided) where it's smaller than 0.05. It means there is relationship between the most frequent reason for quitting and work factors. This study found also that there is relationship between demographic factors and reasons for quitting the job. It seen from the result of Chi - Square Test for all items of demographic factors are 0.001 (Assymp.Sig.2-sided) where it's smaller than 0.05. It means there is relationship significantly between demographic factors and reasons for quitting the job in hotel industry in China.

Key words: Employee Turnover, Work Factor, Hotel Industry, Demographic factor.

ABSTRAK

Kajian penyelidikan ini mengkaji faktor utama mengapa ramai pekerja sedia ada berhenti kerja, faktor-faktor kerja serta pengaruhnya terhadap pusing ganti pekerja, hubungan antara sebab-sebab untuk berhenti kerja serta hubungan antara faktor demografi dan sebab-sebab untuk berhenti kerja. Dalam kajian ini, seramai 500 orang responden telah ditemu bual. Alat kajian yang digunakan dalam penyelidikan ini adalah konsep kolerasi oleh Ujian Square – Chi untuk menguji hipotesis. Hasil daripada kajian ini ialah: sebab yang paling utama untuk berhenti kerja adalah kerana rasa tidak puas hati terhadap tindakan penyelia (49.2%), ini bermakna hubungan antara pekerja dan pengurus dalam syarikat mereka lemah. Alasan kedua pekerja berhenti kerja adalah kerana gaji (12%). Kajian ini mendapati juga bahawa dalam jangka faktor kerja, persekitaran kerja adalah tahap tertinggi dalam perjanjian semua responden. Namun penyeliaan dan komunikasi yang diberikan adalah rendah dan tidak sama seperti yang dijanjikan di dalam perjanjian. Oleh itu, sebahagian besar daripada keseluruhan pekerja yang berhenti kerja cenderung untuk bersetuju bahawa aspek persekitaran kerja yang baik sangat diperlukan. Kebanyakan pekerja bersetuju terhadap suasana persekitaran kerja yang selesa serta semua peralatan yang lengkap dan mencukupi. Kajian ini mendapati bahawa Ujian Square – Chi untuk semua item faktor kerja adalah 0.001 (Asymp.Sig.2 berat sebelah) di mana ia adalah lebih kecil daripada 0.05. Ini bermakna terdapat hubungan di antara sebab utama untuk berhenti kerja dengan faktor kerja. Kajian ini juga mendapati bahawa terdapat hubungan di antara faktor demografi dan sebab-sebab untuk berhenti kerja. Ia dapat dilihat daripada hasil Ujian Square – Chi untuk semua item faktor demografi adalah 0.001 (Asymp.Sig.2 berat sebelah) di mana ia adalah lebih kecil daripada 0.05. Ini bermakna terdapat hubungan signifikan di antara faktor demografi dan sebab-sebab untuk berhenti kerja dalam industri perhotelan di China.

Kata Kunci : Pusing Ganti Pekerja, Faktor Kerja, Industri Perhotelan, Faktor Demografi.

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LIST OF ABBREVIATIONS

FE	Front of Employee
FBE	Food and Beverage Employee
HKE	Housekeeping Employee
AE	Accounting Employee

CHAPTER ONE

INTRODUCTION

1.1. Background of Study

In recent years, China's hotel has experienced meteoric growth, resulting in a \$44 billion business with 2.5 million hotel rooms. The traditional view of employee turnover has been influenced by the increased growth in the hotel industry. The amount of hotel increase in China was associated with efforts to increase the China's tourism industry.

According to industry size study, there are over 2.57 million hotel rooms and other lodging facilities in China. Additionally, hotel industry had exceeded hundred billion in sales also with a satisfied profit in each year. In 2014, the CEO of the intercontinental hotels and resorts estimated that the China's hotel industry market will over U.S. hotel industry market in 2025 and the hotel rooms will increase to 6.10 million. The following table 1.1 show that the amount of hotel in 2010 to 2014.

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