

ANALYSIS OF FACTORS AFFECTING PURCHASER INTENTION OF  
A HOTEL WITHIN MALAYSIA STATE

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Analysis of factors affects turnover intention of a hotel within  
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**ANALYSIS OF FACTORS AFFECTS TURNOVER  
INTENTION OF A HOTEL WITHIN  
MALACCA STATE**

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## PENAKUAN

Saya akui Kertas Projek (EKN 4399) ini adalah hasil kajian saya sendiri kecuali sumber-sumber yang telah saya jelaskan rujukannya.

Tarikh: 18hb April 2010



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## DECLARATION

I hereby declare that this Project Paper (EKN4399) is the result of my own investigation and findings, accept where otherwise stated.

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## ABSTRAK

Industri perkhidmatan pada hari ini telah wujud sebagai salah satu pemain yang penting dalam pertumbuhan ekonomi di Malaysia. Namun begitu, fenomena perletakkan jawatan pada kadar yang tinggi di industri perkhidmatan terutamanya sektor penghotelan telah memberi masalah kepada pihak pengurusan atasan di mana secara relatifnya ia akan membawa ketidakcekapan bagi organisasi tersebut. Kajian ini dijalankan untuk mengenalpasti hubungan antara faktor demografi seperti umur, taraf perkahwinan, taraf pendidikan, dan tempoh lama berkhidmat serta faktor yang berkaitan dengan kerja iaitu gaji bulanan dan faedah sampingan dengan kecenderungan meletak jawatan di kalangan kakitangan pihak pengurusan dan pihak bukan pengurusan di dalam sektor penghotelan. Sebanyak 100 responden telah terlibat dalam kajian ini untuk menjawab borang soal selidik yang telah disediakan. Selepas mengutip data, data tersebut dianalisis dengan menggunakan perisian *Statistical Packages for Social Science software* (SPSS) versi 17.0. Melalui kaedah logistik regresi, hasil kajian ini mendapati tiga daripada hipotesis yang dibentuk adalah signifikan, manakala hanya faktor demografi seperti taraf perkahwinan dan tempoh lama berkhidmat serta faktor faedah sampingan adalah tidak signifikan. Ketiga-tiga faktor yang signifikan adalah terdiri daripada faktor umur, faktor taraf pendidikan dan faktor gaji bulanan. Oleh itu, terdapat beberapa cadangan telah disediakan kepada pihak atasan untuk mengurangkan kadar meletak jawatan di kalangan pekerja-pekerja tersebut.

## ABSTRACT

Service industry today has been a major player in the growth of Malaysian economy. It is the second largest foreign exchange earner after manufacturing sector. However the phenomenal of high turnover rate in the hospitality industry especially the hotel sector has become a major issue to the company top management as it can be directly related to organizational ineffectiveness. Therefore, this study is to determine the relationship between demographic factors such as age, marital status, level of education and tenure of employment as well as factor related to work such as salary and fringe benefits with intention to leave among managerial and non-managerial staff in hotel sector. A total of 100 respondents have been involved in this study through the questionnaires. After data collection, the data was analyzed by using Statistical Packages for Social Science software (SPSS) version 17.0. By using logistic regression method, results shows that 3 factors of hypothesis made are significant and only marital status, tenure of employment and fringe benefit are insignificant. The other 3 variables which are significant are age, level of education and salary. Therefore, suggestions are provided for top management on how to reduce job turnover intention among the employees.