

**Investigating Employee behaviour to understand the main factors that
influence Employee loyalty at the workplace**

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GOA UNIVERSITY

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Seal of the School



DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, **"Investigating employee behaviour to understand the main factors that influence Employee Loyalty at workplace"** is based on the results of investigations carried out by me in the Discipline of Management Studies at the Goa Business School, Goa University, under the mentorship of Dr Suraj Velip and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will be not be responsible for the correctness of observations /experimental or other findings given the internship report/work.

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COMPLETION CERTIFICATE

This is to certify that the internship report **“Investigating employee behaviour to understand the main factors that influence Employee Loyalty at workplace”** is a bonafide work carried out by Ms. Sankeeka Kishor Korgaonkar under my mentorship in partial fulfilment of the requirements for the award of the degree of Master of Business Administration in the Discipline Management Studies at the Goa Business School.



Dr. Suraj Velip

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INTERNSHIP CERTIFICATE

Ms. Sankeeka Kishor Korgaonkar student of 2nd Semester MBA, from Goa Business School, Goa University has attended Internship training in our Company for the period from 12nd May 2023 to 7th July 2023 and has completed her project under our guidance.

For GKB Vision Pvt. Limited,

Kiran Chipkar
Administration Manager.



Dated: 8th July 2023



The Singing Tree By Nirvana

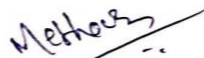
INTERNSHIP CERTIFICATE

This is to certify that Ms. **Sankeeka Kishor Korgaonkar** Student of the Goa Business School, undergoing **Masters of Business Administration** has successfully completed her Internship between 1st February 2024 to 12th April 2024 at the **Singing Tree by Nirvana Hotels**.

She actively participated in the activities during the period of internship and learned the skills needed for various activities such as resume screening and shortlisted candidates based on job requirements, assisted in on boarding, employee engagement and completion of joining formalities.

The hotel has granted permission to you to present the internship report publicly or on camera, with the expectation that you will responsibly utilize the information gathered.

Thanks & Regards


Mehfooz Saiyed
General Manager

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EXECUTIVE SUMMARY

The research study conducted at The Singing Tree hotel by Nirvana Hotels aimed to investigate employee behaviour and loyalty to identify factors influencing turnover and devise retention strategies. A mixed-methods approach was adopted, combining quantitative data from surveys and qualitative data from personal interviews to gain a comprehensive understanding of employee perspectives. The study focused on variables such as work-life balance, work environment, and compensation and benefits, utilizing a Likert scale for data collection.

This report provides a comprehensive overview of the hospitality industry in Vagator, North Goa, focusing on the unique factors that influence employee loyalty in this dynamic sector. Through an in-depth analysis on employee loyalty at The Singing Tree Hotel, the report highlights the key elements that contribute to creating a loyal and engaged workforce within the hospitality establishments in Vagator.

The report emphasizes the importance of a positive work environment, training and development opportunities, recognition and rewards, work-life balance, career growth prospects, and employee well-being in fostering employee loyalty.

Key findings revealed insights into employee sentiments and experiences, highlighting challenges in maintaining work-life balance and perceptions of support from the hotel. The research identified factors affecting employee loyalty and provided recommendations for management to enhance employee satisfaction and retention. The study's scope was limited to The Singing Tree by Nirvana Hotels in Vagator, Goa, with a target population of full-time employees.

In conclusion, the research study provides actionable recommendations for management to address employee turnover, boost satisfaction levels, and implement strategies that promote a positive organizational climate. The findings of this study can serve as a guiding framework for enhancing employee loyalty and retention in the hospitality sector and beyond. Overall, the research findings can assist the hotel management in understanding employee insights, improving loyalty, and developing strategies to create a more supportive and engaging work environment.

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CHAPTER 1: INDUSTRY PROFILE

HOSPITALITY INDUSTRY IN INDIA

The hospitality industry in India is a vibrant and rapidly expanding sector that encompasses a wide range of businesses catering to tourists, travellers, and locals alike. With its rich cultural heritage, diverse landscapes, and culinary delights, India has emerged as a prominent destination for both domestic and international travellers, which has fuelled the expansion of the hospitality sector. Over the past few decades, India has seen a notable increase in tourism, driven by factors including better infrastructure, government measures to promote travel, and a growing middle class with discretionary income for travel.

The hospitality industry has benefited greatly from this spike in visitor numbers, which has sparked the growth of hotels, resorts, homestays, and other lodging alternatives across the nation. The accommodation segment of the hospitality industry in India is marked by a mix of luxury, mid-range, and budget options to cater to the diverse preferences and budgets of travellers. There is accommodation in India for all kinds of travellers, from luxurious hotels of the highest calibre in large cities to charming homestays in agricultural areas. Additionally, the rise of online booking platforms has made it easier for travellers to find and book accommodation, further boosting the industry.

One of the highlights of the hospitality industry in India is its diverse and flavourful cuisine. Indian cuisine delivers a gourmet experience unlike any other, ranging from fiery street food to intricate traditional feasts. Everywhere in the nation, eateries, cafés, and food carts offer a wide variety of cuisines that highlight the diverse culinary traditions of the various regions. Food tourism has become increasingly popular, with travellers eager to sample local delicacies and explore the gastronomic landscape of India.

Beyond accommodation and dining, the hospitality industry in India encompasses a range of services aimed at enhancing the travel experience. This includes transportation services such as taxis, rental cars, and tour buses, as well as recreational activities like sightseeing tours, adventure

sports, and wellness retreats. The hospitality sector plays a crucial role in ensuring the comfort and satisfaction of travellers, contributing to the overall tourism experience.

In conclusion, the hospitality industry in India is a dynamic and evolving sector that plays a vital role in the country's tourism landscape. With its diverse offerings, rich cultural heritage, and entrepreneurial spirit, India continues to attract travellers from around the world, providing them with memorable experiences and fostering economic growth in the process.

HOSPITALITY INDUSTRY OF GOA, INDIA

Nestled along the western coast of India, Goa is renowned for its pristine beaches, vibrant culture, and lively atmosphere, making it a popular destination for both domestic and international tourists. The hospitality industry in Goa is integral to its tourism sector, offering a wide array of accommodations, dining options, and recreational activities to cater to the diverse needs of travellers.

From luxury beachfront villas to budget-friendly guesthouses, Goa offers accommodation options for every budget and preference. Visitors can indulge in the ultimate beach experience, with many resorts offering direct access to the sandy shores and stunning ocean views. In addition to beach resorts, Goa is home to a plethora of heritage and boutique hotels that provide a glimpse into its rich colonial past. Converted mansions, heritage properties, and boutique hotels offer guests a unique blend of traditional Goan architecture, modern amenities, and personalized service. These establishments provide an immersive cultural experience, allowing guests to immerse themselves in the history and charm of Goa.

The culinary scene in Goa is as diverse as its cultural landscape, with a tantalizing array of flavours and influences. From fresh seafood shacks lining the beaches to upscale restaurants serving fusion cuisine, Goa offers a gastronomic journey like no other. Visitors can sample traditional Goan delicacies such as vindaloo, xacuti, and sorpotel, as well as indulge in international cuisines ranging from Italian to Japanese. Beyond its sun-kissed beaches and delectable cuisine, Goa is also a hub for water sports and adventure activities. Parasailing, jet skiing, banana boat rides, and snorkelling are just a few of the thrilling activities available along the coastline.

In conclusion, the hospitality industry in Goa plays a pivotal role in shaping the tourism landscape of the region, offering visitors a unique blend of natural beauty, cultural heritage, and modern amenities. With its diverse offerings and warm hospitality, Goa continues to enchant travellers from around the world, making it a premier destination for those seeking sun, sand, and adventure on the shores of the Arabian Sea.

HOSPITALITY INDUSTRY OF VAGATOR, NORTH GOA, INDIA

Vagator, nestled in North Goa along the Arabian Sea, is a quaint yet vibrant coastal town renowned for its pristine beaches, stunning cliffs, and laid-back atmosphere. The hospitality industry in Vagator caters to travellers seeking a tranquil retreat amidst Goa's picturesque landscapes, offering a range of accommodations, dining options, and recreational activities.

Vagator offers a variety of boutique hotels and beachside resorts that perfectly capture the elegance and laid-back vibe of the coast. Situated on picturesque cliffs or sandy beaches, these accommodations provide visitors with stunning views of the Arabian Sea. These lodgings provide an ideal environment for people looking for individualised attention and luxury amenities. For travellers seeking a more intimate and authentic experience, Vagator offers a variety of guesthouses and homestays nestled amidst the town's charming streets.

The culinary scene in Vagator is as diverse as its scenic surroundings, with eateries and beach shacks serving up mouth-watering seafood specialties and Goan specialties. Fresh seafood that is caught that day is served to guests perfectly cooked and paired with traditional Goan flavours and spices. A range of water sports and leisure pursuits are well complemented by Vagator's immaculate beaches and crystal-clear waters. Adventure seekers have several options to enjoy the sea, from parasailing and jet skiing to kayaking and paddle boarding. There are also wellness centres, yoga retreats, and meditation classes available for visitors to relax and refresh in the tranquil coastal settings. Vagator, a vibrant Goan town, hosts a variety of cultural events, including music festivals, traditional dance performances, and contemporary arts, showcasing the town's rich cultural heritage.

MARKET SEGMENTATION:

Vagator's hospitality industry caters to a diverse range of tourists, offering a unique blend of luxury, budget-friendly options, and bohemian charm. Here's a breakdown of the industry:

Luxury travellers: Upscale resorts like The Westin Goa, JW Marriott's, 3102bce, W Goa and boutique hotels like Aiden by Best Western cater to discerning guests seeking high-end experiences.

Mid-range travellers: A wide range of 3-star and 4-star hotels like YoYo Goa Vagator Retreat, casa Vagator, Hotel Amani, Amour Resort and other offers comfortable stays at competitive prices.

Budget travellers: Hostels and guesthouses provide affordable options for backpackers and young tourists. Some of the famous and affordable stay options are Dreams hostel, The bucket list hostel, Bunk hostel and others located in and around Anjuna – Vagator.

TOURIST INFLUX:

Peak season: November to February witnesses a surge in domestic and international tourists, with Christmas and New Year's being particularly busy.

Off-season: Monsoons (June to September) see a dip in visitors, but offer attractive deals for budget travellers.

UNIQUE SELLING PROPOSITION (USP):

Vagator Beach: Known for its scenic beauty, nightlife, and flea markets, Vagator Beach is a major draw for tourists.

Full Moon Parties: Vagator is famous for its full moon parties, attracting party-goers and creating a vibrant atmosphere.

Proximity to Other Beaches: Vagator's proximity to Anjuna and Calangute beaches broadens the appeal for tourists seeking variety.

HOTEL SCENE IN VAGATOR:

Vagator in North Goa is a popular tourist destination known for its beaches, flea markets, nightlife, and laid-back hippie vibes. This translates to a thriving hotel industry catering to a wide range of travellers. Here's a breakdown of the hotel scene in Vagator:

Types of Accommodation:

Luxury Hotels: A few established names and new international chains have set up shop in Vagator, offering high-end stays with plush amenities and impeccable service. Examples include the Ramada by Wyndham Goa Vagator and the ibis Styles Goa Vagator.

Boutique Hotels: Vagator boasts a good selection of boutique hotels that provide a unique and stylish accommodation experience. These hotels often have interesting design themes, personalized service, and a focus on creating a memorable stay for guests.

Guest Houses and Homestays: Budget-conscious travellers will find a good selection of guest houses and homestays in Vagator. These offer a more local and social experience, often with opportunities to interact with the Goan hosts.

Beach Shacks: For the ultimate laid-back experience, Vagator has beach shacks that offer basic accommodation right on the beach. These are a great option for those who want to be steps away from the sand and sea.

TARGET CLIENTELE:

The hotels in Vagator cater to a diverse range of travellers, including the domestic tourists, international tourists, budget travellers and backpackers.

Domestic Tourists: A large portion of the clientele comes from within India, especially during peak season (around Christmas and New Year's) and during the summer months.

International Tourists: Vagator also attracts a significant number of international tourists, particularly from Europe and Israel, who are drawn to the beaches, nightlife, and alternative scene.

Backpackers and Budget Travellers: The availability of guest houses, homestays, and beach shacks makes Vagator a popular destination for backpackers and budget travellers looking for a relaxed and affordable stay.

SEASONALITY:

The hotel industry in Vagator is seasonal, with peak season coinciding with the tourist season in Goa. This is typically from November to February, when the weather is pleasant and there are

numerous events and festivals. Occupancy rates tend to drop during the monsoon season (June to September) due to the heavy rains.

RECENT TRENDS:

Growth of Upscale Hotels: There has been a recent increase in the number of upscale hotels being built in Vagator, catering to the growing demand for luxury travel experiences in Goa.

Focus on Sustainability: Eco-friendly practices are becoming increasingly important for hotels in Vagator, with many properties adopting sustainable initiatives to reduce their environmental impact.

Rise of Online Travel Agencies (OTAs): Travelers are increasingly booking their hotel stays through online travel agencies, which has put pressure on hotels to maintain a strong online presence and competitive rates.

VAGATOR HOTEL INDUSTRY SWOT ANALYSIS:

Vagator in North Goa caters to a specific segment of the tourist market. Here's a breakdown of the industry:

Strengths:

Unique Tourist Niche: Vagator attracts a younger, party-loving crowd seeking beaches, nightlife, and the famous Saturday Night Market. This niche allows hotels to target specific amenities and experiences.

Brand Recognition: Some established beach resorts and budget guesthouses create a familiar and reliable atmosphere for returning visitors.

New Investments: Recent openings like ibis Styles Goa Vagator show continued interest in the area, indicating a positive outlook.

Weaknesses/ Challenges:

Seasonality: Tourist inflow heavily depends on the season, with peak times in winter (December-February) and a significant drop during monsoons (June-September). This can lead to occupancy rate fluctuations for hotels.

Limited Range of Accommodation: Compared to other North Goan areas, Vagator offers fewer luxury options. This might restrict its appeal to high-spending tourists.

Opportunities:

Growth in Experiential Tourism: Vagator can leverage its nightlife and flea market scene to develop experience-based packages, attracting tourists seeking more than just relaxation.

Sustainability Initiatives: Eco-friendly practices and promoting responsible tourism can attract a growing segment of environmentally conscious travellers.

Threats:

Competition: The presence of numerous hotels and guesthouses necessitates differentiation and competitive pricing strategies. Neighbouring areas like Baga and Calangute offer similar experiences, putting pressure on pricing and occupancy rates.

Infrastructure Limitations: Upgrading infrastructure, especially during peak season, is crucial to manage tourist influx effectively. Traffic congestion, especially during peak season, can negatively impact the tourist experience. Upgrading infrastructure is crucial.

Overall, the hospitality industry in Vagator, North Goa, reflects the town's unique blend of natural beauty, cultural heritage, and relaxed ambiance. Whether seeking luxury beachfront accommodations or cosy homestays, indulgent dining experiences or thrilling water sports, visitors to Vagator are sure to find an unforgettable retreat along Goa's scenic coastline.

Vagator's hospitality industry is thriving due to its diverse offerings, strategic location, and strong USPs. However, addressing seasonality, competition, and infrastructure limitations are essential for sustained growth. Vagator's hotel industry has strong potential. Focusing on its niche market, incorporating new experiences, and addressing infrastructure limitations can ensure sustainable growth.

The hotel industry in Vagator is a dynamic and growing sector that plays a vital role in the development of local economy. With its diverse range of accommodation options and its focus on catering to different types of travellers, Vagator remains a popular destination for tourists from all over the world.

CHAPTER 2: COMPANY PROFILE

Name: The Singing Tree by Nirvana Hotels

Address: H.NO. 1579/2 ZOR VADDU, NEAR VAGATOR PETROL PUMP, ANJUNA, Vagator, Goa 403509

Website: <http://singing-tree-by-nirvana.hotelsgoaonline.com/en/>



The Singing Tree by Nirvana Hotels is a 4-star hotel in Vagator - Goa that offers comfortable accommodation with a wide range of amenities. The property features a restaurant, free private parking, an outdoor swimming pool, and a bar. Guests can start their day with a buffet breakfast while enjoying the breath-taking views from their balcony. With its dining area, patio, and sun terrace, the hotel provides ample space for relaxation and unwinding.

The nearest airport, Dabolim Airport, is approximately 45 km from the 4-star Singing Tree by Nirvana Hotels, providing easy transportation options for guests. Guests staying at the property have the unique opportunity to delve into history with a visit to Chapora Fort, conveniently located just 10 minutes away by car. Enthusiasts can further explore the vicinity around Chapora Fort, situated a mere 2.1 km away. For those seeking a leisurely experience, a sun terrace beckons approximately 2.4 km from Sunset Point Beach, while adrenaline enthusiasts can venture to Go

Kart Racing Goa, a mere 15-minute car ride away. Moreover, the hotel positions itself strategically within a 10-minute drive of the vibrant nightlife in Vagator, providing easy access to the lively atmosphere of Goa after dark.

Family travellers, on the other hand, are treated to the proximity of Snow Park, Goa, a delightful destination just a 20-minute drive away. The well-connected location of Singing Tree by Nirvana Hotels ensures accessibility to various attractions, and it stands at a moderate distance from the Vagator bus station.

Situated in Vagator, The Singing Tree By Nirvana Hotels enjoys proximity to attractions like Ozran Beach (1.87 km), Bubble Brunch Club, Badem Sunset Point, Lady of Miraculous Church, Splashdown Waterpark, and Furtado House. Anjuna Beach is conveniently accessible at a distance of 2.73 km.

This thoughtful positioning facilitates seamless exploration of the surrounding areas, enhancing the overall experience for guests seeking both historical and family-friendly adventures.

MISSION

Our mission at The Singing Tree by Nirvana Hotels is to create memorable experiences for our guests by delivering unparalleled hospitality, exceptional service, and a warm and welcoming atmosphere. We are committed to providing a harmonious blend of comfort, luxury, and cultural immersion, ensuring every guest leaves with cherished memories of their stay with us.

VISION

Our vision at The Singing Tree by Nirvana Hotels is to be the epitome of hospitality excellence in Vagator, Goa, offering guests a harmonious blend of comfort, luxury, and cultural immersion. We aspire to create unforgettable moments and cherished memories for every guest, ensuring that their stay with us is nothing short of extraordinary.

HISTORY

The inspiration behind the hotel's name, 'The Singing Tree' by Nirvana, stems from the presence of an ancient and historical Banyan tree gracing the front of the property. Rather than opting to cut down the tree and capitalize on the vast covered land it occupies, the owner chose a more

thoughtful approach, honouring the majestic tree by naming the hotel after it, a decision that not only preserves nature but also adds a touch of history and significance to the establishment.

The Nirvana Group of Hotels is a 4-star property in Vagator Goa managed by the honourable managing director Mr. Churchil Amipara, incorporated in the year 1998 that offers comfortable accommodation with a wide range of amenities having 3 properties in Goa, which is The Singing Tree and The Portu stay hotel in Vagator, and Beach Box hotel in Baga Goa. Apart from Goa they also have 1 property in Udaipur, 1 property in Gujarat and 1 hotel in Rajasthan.

ROOMS OVERVIEW

Within The Singing Tree by Nirvana Hotels, guests are presented with a selection of five distinct room categories, ensuring a tailored and comfortable stay. The accommodation in Vagator boasts a total of 18 thoughtfully designed rooms. Among these, patrons can choose from the luxurious VILLA PRIVATE POOL, the inviting DELUXE DOUBLE ROOM BALCONY, the well-appointed DELUXE DOUBLE ROOM, the spacious QUADRUPLE ROOM BALCONY, and the accommodating ELUXE FAMILY ROOM. This diverse range of room options caters to varied preferences, promising a personalized and enriching experience for every guest.

Each room at The Singing Tree By Nirvana Hotels offers individual climate control and an iron with a board for added comfort. Some feature bathrooms with a separate toilet and shower, all equipped with a hairdryer and towels. In-room amenities comprise coffee/tea makers and a flat-screen TV with satellite channels. Certain rooms include a work desk, sofa, and an adjoining terrace or balcony with a pool view. Additionally, select rooms provide tea and coffee-making facilities, a flat-screen TV, a separate toilet, and a shower, along with a hairdryer and bath sheets for a pleasant stay.

SERVICES AND OFFERINGS

At The Singing Tree by Nirvana Hotels Vagator, guests are treated to a comprehensive hospitality experience that extends beyond comfortable accommodations. Begin your day with a delectable breakfast served in the hotel's restaurant, setting the tone for a delightful day of exploration. For added convenience, the hotel offers car rentals, allowing guests to effortlessly navigate and discover the surrounding areas at their own pace. The restaurant is the perfect place for a healthy

breakfast to start the day. For more dining options, guests can explore nearby restaurants such as Bean Me Up and Rocket, offering delicious meals situated less than a 6-minute stroll away. Whether dining in the 4-star Singing Tree By Nirvana Hotel's restaurant or at a nearby establishment, guests are guaranteed a memorable culinary experience.

Leisure and entertainment options abound at The Singing Tree By Nirvana Hotels Vagator. Guests can take a refreshing dip in the outdoor swimming pool or relax on the sun terrace. The hotel offers live entertainment and karaoke for those seeking evening excitement. BBQ facilities and a garden area provide a casual and enjoyable evening. Additional amenities include a leisure/TV room and a shallow end in the swimming pool, ensuring guests have various opportunities for entertainment and relaxation.

The hotel offers a range of services to ensure guests convenience and comfort. It prioritizes guests comfort with 24/7 front desk support, room service, and currency exchange. Additional conveniences include car hire, dry cleaning, and laundry facilities. The 4-star hotel goes the extra mile by providing grocery shopping services and pet amenities. Business travellers benefit from tours/ticket assistance, enhancing their stay.

Situated at H.NO. 1579/2 ZOR VADDU, NEAR VAGATOR PETROL PUMP, ANJUNA, Vagator, Goa 403509, India, The Singing Tree By Nirvana Hotels-North Goa is an ideal choice for travellers. With its prime location, the hotel stands out for exceptional hospitality, offering a warm ambiance, impeccable service, and modern amenities. Whether you're immersing yourself in the city's vibrant culture or attending business meetings, our hotel serves as the perfect home away from home.

TARGET MARKET

The Singing Tree by Nirvana Hotels caters to a diverse target market, including discerning travellers seeking a blend of comfort and exceptional hospitality. With its prime location in Vagator, Goa, the hotel appeals to tourists exploring the vibrant local culture and attractions. Business travellers find a convenient and well-equipped accommodation option, while families appreciate the family-friendly amenities and proximity to nearby entertainment options. The hotel's commitment to providing modern amenities, impeccable service, and a welcoming

atmosphere position it as an ideal choice for those seeking a memorable and comfortable stay in North Goa.

EMPLOYEES

The hotel's workforce consists of a dedicated team of 62 employees, strategically distributed across various departments to ensure seamless operations. In the realm of financial management, the Accounts department is manned by 5 proficient individuals. The HR and Admin division, responsible for personnel and administrative affairs, is efficiently staffed with 8 professionals. The dynamic Front Office, managing both day and night shifts, boasts a team of 15 individuals, ensuring round-the-clock assistance for guests. Housekeeping and maintenance, vital for maintaining the pristine condition of the premises, are handled by a skilled team of 16 members. Lastly, the Kitchen and Food & Beverage Service department, integral to guest satisfaction, is proficiently managed by 16 dedicated individuals and Sales department has 5 employees. This comprehensive staffing approach underscores the hotel's commitment to providing a well-rounded and efficient guest experience.

DEPARTMENTS

The Singing Tree by Nirvana Hotels boasts a well-structured organizational framework, comprising diverse departments that collectively contribute to the hotel's operational excellence. These integral divisions encompass Accounts, playing a pivotal role in financial management; HR and Admin, dedicated to overseeing personnel and administrative functions; Sales, strategically driving business initiatives and fostering client relationships; Front Office, ensuring a hospitable and efficient reception for guests; F&B Service, delivering a delightful culinary experience; and Housekeeping, diligently maintaining the impeccable condition of the premises. This multifaceted array of departments underscores the hotel's commitment to providing a comprehensive and seamless guest experience.

COMPETITORS ANALYSIS

The Singing Tree Hotel by Nirvana faces competition from a diverse range of 3–4-star resorts in the Anjuna-Vagator area. Each competitor has its unique strengths, catering to different segments of travellers. To differentiate itself, The Singing Tree can emphasize its cultural immersion

experiences, personalized service, and strategic location, offering guests a memorable and enriching stay amidst the vibrant atmosphere of Goa.

Focus: Mid-range 3–4-star hotels and resorts in Anjuna - Vagator, Goa

ANALYSIS FRAMEWORK:

Pricing: Compare room rates across different competitors for similar room types and amenities during peak and off-peak seasons.

Location: Analyse the proximity to Vagator beach, other attractions, and nightlife.

Amenities: Identify the facilities and services offered by competitors, including swimming pools, spas, fitness centres, restaurants, etc.

Customer Reviews: Analyse guest reviews on OTAs and social media to understand the strengths and weaknesses of competitors regarding service, cleanliness, ambiance, and value for money.

COMPETITOR IDENTIFICATION:

Direct Competitors:

Hotels with similar star ratings (3-4 stars) in Vagator.

Examples: Casa Vagator, The Villagio Resort, The Tamarind Resort, Moustache Goa luxuria, Hotel Amani Vagator, Ginger tree Boutique Resort, Casa de Royale – Boutique Resort, Coco resort, Yo Yo goa Vagator retreat, Ramatan resort, Mulberry suites by Ashray Developers, Bean me up, El- dourado, Casa de Tartaruga, The boho goa and so many other 3 – 4 stars resort in Anjuna – Vagator area.

Indirect Competitors:

Hotels in nearby areas like Baga, Calangute, Morjim and Candolim that might cater to similar target audience.

Examples: Some of the 3–4-star hotels in Morjim, Calangute, Baga, and Candolim:

In Morjim Marbela Beach Resort, Montego Bay Beach Village, La Vaiencia Beach Resort. In Calangute the Park Calangute Goa, De Grand Riviera, Resort De Coracao - The Corbett and so

many other hotels. In Baga some of the famous 3 and 4 Stars resort and hotels are The Baga Beach Resort, Sun City Resort, Pride Sun Village Resort & Spa and so on. In Candolim Whispering Palms Beach Resort, Radisson Goa Candolim, Novotel Goa Candolim Resort are some of popular tourist preference.

CHAPTER 3: INVESTIGATING EMPLOYEE BEHAVIOUR TO UNDERSTAND THE MAIN FACTORS THAT INFLUENCE EMPLOYEE LOYALTY AT THE WORKPLACE.

INTRODUCTION

Employee loyalty is a crucial factor significantly impacting an organization's success. In this research I have studied the behaviour of employees working at “The singing tree by Nirvana hotels” and the major factors affecting employee’s loyalty at the workplace. Over the years, HR's have discovered several ideas and theories on how to encourage employee loyalty and retention.

According to Mowday et al. (1982), employee loyalty means that employees take the company's culture as their work criteria, always keep in mind the company's culture, highly affirm the company's culture and goals, and are willing to make contributions to the company's development and stick to their work.

Having a competitive workforce is a vital element for the success of an organization, but having loyal employees in the organization is an asset to the organization. It is the quality in an employee that plays an essential role in the quality of the work. When employees are loyal towards the organization, they have more satisfaction in the roles they perform in the organization, this also helps the organizations to retain such good employees and to create a better working environment. Loyalty is the sentiment or the attachment that an individual has towards a particular object, loyalty is the devotion an employee has towards the job that he or she performs. The loyalty of an employee is expressed in thought and actions. It is the belief that an employee has to work for an organization without any regrets. Benefits like salary, bonus, and allowances may motivate the employees to work hard, whereas it is the loyalty that makes employees to stay and work effectively to achieve the desired goals in the organization (*Imp.Pdf*, n.d.).

Building a loyal workforce and loyalty is a two-way process, both employer and employees must be loyal to each other. When an employer is not loyal to the employees it can make employees disloyal towards the organization. The long-term success of an organization purely depends on the quality and loyalty of the employees (Shifa et al., 2018). For a growing organization it is extremely

important to have and to retain loyal employees within the workplace. Employees loyalty can directly impact on the profitability of the organization. On the other side building loyal customers is an essential ingredient to build a competent organization, without loyal employees it is impossible to create loyal customers to the products or services a company offers in the market.

A satisfied and loyal employee becomes more productive and gains loyal customers for the business or the products of the company. In each and every organization there are people who have significant expertise and skills to perform the expected roles effectively, organizations must strategize to retain such employees. There are instances where such talented and skilled employees leaving the organization for various reasons. It is very important for organizations to stop such occurrences to reach the goals. As it is said when employees are taken care, they will go beyond what is expected to achieve the organizational goals.

The employees in an organization may have different perceptions or opinions towards the management. There can be various factors that can impact the loyalty of the employees. They can be Compensations and rewards, Relationship with the colleagues, Work environment, Career development, Values of the organizations, Feedback system, Organizational culture, Employee retention and so on. Factors like reward system, organizational culture and the career development policies can motivate employees to work hard and to remain as a member of the organization for a long period of time. Whereas factors like poor management, culture, compensation and retention policies can make employees to leave the organization.

Loyalty is an attachment that can be created even before a recruitment process. There are organizations that people desire to become a member. An organization becomes more attractive when the management gives importance to its employees, when the management ignores the needs of its own employees it brings a critical image, employees would deny to join such organizations. The turnover rates of employees will be high in these organizations due to which the organization may be pushed to a situation where it becomes incapable of achieving the desired goals. There are few policies that organizations can implement to achieve the goal of having more loyal employees. Management must approach employees with the intention of analysis and discovery, understanding employees will help the management to become more effective in employee engagement. It should also offer competitive pay; this is a very important factor that motivates the employees to retain

and work hard. On the other side it must create a learning environment which adds to an individual's career development. Creating a healthy work environment is also a must to make employees more effective and productive. Above all it is the duty of the organization to listen its employees and create a better working environment. Such policies as mentioned above can make an organization extraordinary and may increase the quantity of loyal employees.

Employee loyalty is influenced by various factors such as job satisfaction, training and development, fair compensation, recognition and satisfaction, a positive work environment, effective leadership, company culture, relationships with co-workers, and work-life balance. Job security, fair compensation, a positive work environment, effective communication, and a balance between work and life are key to fostering a loyal workforce, which will be considered in this research.

1. **Communication:** Effective communication fosters trust, clarity, and a sense of belonging. When employees feel heard, understood, and informed, they're more likely to be loyal to the organization.
2. **Job Security:** Employees value stability and assurance about their future within the company. Job security provides peace of mind and reduces the likelihood of seeking employment elsewhere.
3. **Work Environment:** A positive work environment, characterized by mutual respect, support, and inclusivity, enhances employee satisfaction and commitment to the organization.
4. **Compensation & Benefits:** Fair and competitive compensation, along with comprehensive benefits packages, demonstrate the organization's investment in its employees' well-being and can increase loyalty.
5. **Work-Life Balance:** Employees appreciate policies and practices that enable them to maintain a healthy balance between work and personal life. Flexibility, time-off options, and supportive attitudes toward work-life balance contribute to loyalty by showing that the company values their overall well-being.

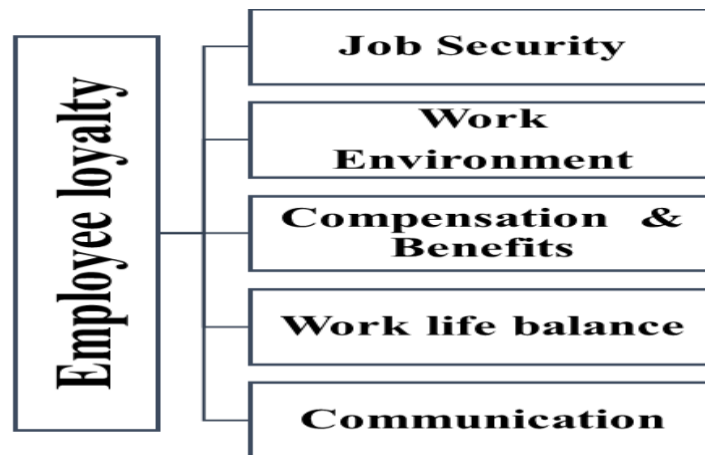


Figure 1: Factors affecting employee loyalty at workplace.

The aim of this thesis is to provide a deeper understanding on employee loyalty, which will help organisations in their human resource management work. This is important for organisations since, as was stated previously, the cost of hiring an employee is very high and therefore it is essential that the employee which are good for organisations stays in the organisation. Figure 1 above shows the components of the research purpose of this thesis.

LITERATURE REVIEW

Employee loyalty is a critical aspect of organizational success, as it is closely linked to employee retention, productivity, and overall job satisfaction. Numerous studies have explored the factors that influence employee loyalty in the workplace, shedding light on the complex interplay of organizational, managerial, and individual factors. In this literature review, we examine key findings from existing research to understand the main factors that can increase employee loyalty in the workplace.

Job Security:

Job security is a significant factor influencing employee loyalty, particularly in industries where economic instability and layoffs are common. Research by De Witte (Witte, 1999) suggests that perceived job security positively correlates with employee commitment and loyalty. Employees who feel secure in their positions are more likely to invest in their roles and remain loyal to their organizations, even in challenging times. Organizations that provide clear career paths,

development opportunities, and a supportive work environment can mitigate concerns about job security and foster long-term loyalty among employees.

Communication:

Effective communication is essential for building trust and fostering loyalty among employees. Research by (Ammari et al., 2017) suggests that open and transparent communication channels facilitate employee engagement and commitment. Regular feedback, recognition, and opportunities for dialogue are crucial for ensuring that employees feel heard and valued (Sinitsyna et al., 2024). Conversely, poor communication or lack of information can lead to uncertainty and disengagement among employees.

Work-Life Balance:

Achieving a healthy work-life balance is increasingly important for employee satisfaction and loyalty. Studies have shown that employees who feel overworked or unable to balance their work and personal lives are more likely to experience burnout and turnover intentions (Development et al., 2021). Organizations that offer flexible work arrangements, such as telecommuting or flexible scheduling, are better positioned to attract and retain loyal employees (Fleetwood & Fleetwood, 2007).

Compensation and Benefits:

Fair and competitive compensation is a fundamental driver of employee loyalty. Research by (Mohd Said et al., 2020) suggests that employees who perceive their compensation as equitable and commensurate with their contributions are more likely to remain loyal to their organizations. In addition to monetary rewards, non-monetary benefits such as health insurance, retirement plans, and professional development opportunities play a significant role in shaping employee perceptions of fairness and loyalty (Jahya et al., 2020).

Work Environment

Employee loyalty is a vital component of organizational success, influencing factors such as productivity, retention, and overall workplace morale. Among the myriad of factors that contribute to employee loyalty, the work environment stands out as a crucial determinant. This literature

review examines the existing research on how the work environment influences employee loyalty and highlights key findings and implications for organizations. Research by (Shifa et al., 2018) suggests that organizations with strong, supportive cultures characterized by trust, openness, and collaboration tend to have more loyal and engaged employees. A positive organizational climate, defined as employees' perceptions of their work environment, is positively associated with employee satisfaction, commitment, and loyalty (Hassan et al., 2017).

Another study investigating factors impacting employee loyalty is one called “Employees loyalty and factors affecting it”. This study was performed by Sandra Jansson, Frida Wiklund (Jansson & Wiklund, n.d.) and its purpose was to find all the factors affecting employees' loyalty at workplace. These concepts were therefore used as variables in the questionnaires sent out to employees. Through their gathered data and analysis using theories related research on human behaviour, it was found that in order for organisational efforts to have a positive impact on employee loyalty, there needs to be a high level of satisfaction in the employees first. It was also found that factors related to monetary rewards did not have an impact on level of commitment of the employees. This study looked further into concepts such as loyalty, commitment and factors of impact, such as monetary rewards like compensation and benefits which is also a concept that we want to investigate in this research.

RESEARCH GAP AND SIGNIFICANCE OF THE STUDY

The research gap in this study on employee behaviour and loyalty at The Singing Tree by Nirvana Hotels lies in the lack of detailed exploration into the specific factors contributing to employee turnover within the hotel. While existing studies may touch on general aspects of employee satisfaction, this research aims to fill the gap by delving deeper into the reasons behind turnover and crafting targeted retention strategies.

Additionally, there is a need for a comprehensive understanding of the current levels of employee loyalty and satisfaction within the hotel, considering its unique work environment and cultural dynamics. By addressing these gaps, the research aims to provide valuable insights for improving employee retention practices in the hospitality sector.

The results of this study can help the management of “The Singing Tree” By Nirvana Hotels to better understand employee insight in terms of loyalty. It also helps to understand influential factors which affect employee loyalty. Moreover, this research could be used as a case study for other companies which need to build employee loyalty in the organization.

RESEARCH QUESTIONS

The study aims to investigate employee behaviour and loyalty at The Singing Tree by Nirvana Hotels, with a focus on identifying factors contributing to employee turnover and devising retention strategies by taking into consideration the following questions to better understand the importance of employee’s loyalty.

1. What are the primary factors influencing employee turnover at The Singing Tree By Nirvana Hotels?
2. Are there significant differences in the reasons for employee turnover and loyalty among various departments within the hotel?
3. How do external factors, such as local job market conditions, influence employee decisions to stay or leave the hotel?

RESEARCH OBJECTIVE

The primary objective of this study is to investigate employee’s behaviour and loyalty at “The Singing Tree” By Nirvana Hotels and to understand the main factors affecting employee’s loyalty. Specifically, the research aims to:

- To find out whether the employees are satisfied with their job profile or not, and to check the Degree of satisfaction of employees working in the hotel.
- To identify and analyse the impacts of various factors affecting loyalty of the employees in the hotel.
- To know the various strategies that management can adopt in creating loyal employees at workplace.

RESEARCH HYPOTHESIS

1. There are demographic differences in the perceptions of work-life balance, and organizations need to tailor their policies and practices to meet the needs of different employee groups.
2. Employees who have access to work-life balance policies and practices are more likely to feel satisfied with their job, the employees with more experience are better balancing their work life.
3. There is a significant relationship between job security and employee employee loyalty in the hotel.
4. There is no significant correlation between tenure at The Singing Tree hotel and employee satisfaction.
5. Employee loyalty is influenced by various factors and the 5 factors considered in the research have some or other impact in maintaining employee loyalty at the hotel The Singing Tree by Nirvana Group.

RESEARCH METHODOLOGY

A mixed-methods approach was adopted, involving both quantitative and qualitative data collection methods to provide a comprehensive understanding of employee perspectives. Through a mixed-methods approach, combining quantitative data from an online survey and qualitative data from personal interviews, the study intends to provide an understanding of employee perspectives, facilitating the development of targeted strategies to enhance overall employee satisfaction and retention within the hotel.

The target population of this research was employees who are working at “The Singing Tree By Nirvana Hotels”. A structured questionnaires was directly and conveniently delivered to 58 full time employees who are working in the hotel to find employees behaviour and loyalty towards the hotel.

Primary data collection method is used to conduct the research which includes the survey and an informal conversation/discussion with the employees. A survey was conducted to collect the quantitative data of 62 employees aged 18 to 58 years to know employee’s loyalty towards the hotel. The survey consisted of a series of questions aiming to understand the employee’s behaviour. In addition, the demographic questions inquired about the participant’s age, gender, educational background, and occupation. The questions used in the survey were self-framed and referring some of the previous research papers.

The questionnaire was composed of 2 parts having 19 questions, part one being the demographic profile related questions and part two the research area related questions. The survey form consisted of multiple-choice questions and a 5-point Likert scale. The goal was to collect survey responses from 62 employees working in the hotel. Respondents were given 10 minutes to fill the survey form online. Additionally, for few employees who were unable to fill the form online, their personal interviews were taken and answers were recorded by note-taking. The survey was created using Google forms and was circulated with the help of employees WhatsApp group with the HR.

Furthermore, data collection was analysed using validity, reliability tests, 5-point Likert scale and correlation analysis. The research methodology ensures a comprehensive investigation into employee behaviour and loyalty at The Singing Tree by Nirvana Hotels, utilizing a well-rounded approach to gather both quantitative and qualitative insights.

DATA COLLECTION

A structured questionnaire was designed, incorporating multiple-choice questions and a 5-point Likert scale. The survey aimed to gather quantitative data on employee sentiments and experiences. For employees unable to complete the online survey, in-depth personal interviews were conducted, and responses were meticulously recorded.

I have collected the data from two sources which are given below:

1. Primary Data

- Personal Interview
- Observation Method
- Information from superiors of the organization

2. Secondary Data

- Questionnaire form
- Published Sources such as Research papers, Journals and Magazines.
- Unpublished Sources such as Company Internal reports prepare by them given to their analyst & trainees for investigation.
- Websites like The Singing Tree official site, some other sites are also searched to find data.

POPULATION, SAMPLING SELECTION AND SAMPLING METHOD

The target population of this research was employees who are working at “The Singing Tree By Nirvana Hotels”. A structured questionnaire was directly and conveniently delivered to 62 full time employees who are working in the hotel to find employees behaviour and loyalty towards the hotel.

TOOLS USED FOR DATA ANALYSIS:

The collected data underwent analysis using the Statistical Package for the Social Sciences (SPSS) software. Internal consistency was established through item to total correlation. Reliability test was computed through Cronbach alpha to check whether data items in the questionnaires are reliable or not. Factor analysis was applied to identify the underlying factors of loyalty. Anova and t-test were applied to compare loyalty the loyalty of employees.

The research instruments employed is the survey method with the use of quantitative data to analyse the variables from the completed questionnaires. In this study, the respondents were asked to complete a set of questions containing 2 parts;

Part 1: This part consisted of 5 questions. The questionnaire asked about the employee’s demographic characteristics in terms of age, gender, working experience in the hotel industry, work experience with The singing Tree hotel and department.

Part 2: Consisted of the research questions which were adopted from various research papers, regarding the various factors affecting employee’s loyalty at workplace using the 5-point Likert scale where 1 ranged for strongly disagree and 5 ranged for strongly agree.

The collected data underwent analysis using the Statistical Package for the Social Sciences (SPSS) software. Analysis techniques included the generation of frequency tables, utilization of pie charts for visual representation, crosstabs for discerning relationships between variables, reliability analysis for assessing questionnaire item consistency and correlation analysis to investigate employee’s behaviour to understand the main factors affecting employee’s loyalty at workplace.

QUESTIONNAIRE DESIGN

A self-administered questionnaire was designed for this study following the conceptual framework of Table 1 which consisted of demographic profile and Table 2 consisted of research area questions. The online survey was conducted via Google form and was circulated to all employees WhatsApp groups. The questionnaire was composed of two parts having 19 questions: the first part consisted of the demographic profile of respondents which included the age, gender, educational background and occupation and the second part was of structural questionnaire.

The questionnaire was designed basing on measured variables derived from the literature reviews for five independent variables which are;

Variable 1 – Job security

Variable 2 – Communication

Variable 3 – Work life balance

Variable 4 – Work environment

Variable 5 – Compensation and benefits

Most questions were set as statements on five-point Likert scale, ranging from 1 is strongly disagreed to 5 is strongly agreed.

A pre-test was conducted with the sample size of 10 employees who are working in the hotel in order to generally evaluate the reliability of the measurement. Finally, the final questionnaire was completed and delivered directly to employees who are working in the hotel with directions and precise contents to help them give answer correctly.

SCOPE OF THE STUDY

The scope of the study is very vital. Not only the Human Resource department can use the facts and figures of the study but also the marketing and sales department can take benefits from the findings of the study in some way or the other. In order to address the problem of employee loyalty at workplace and to manage employee retention the hotel Singing Tree is going through, the present study seek to identify the key factors that are affecting the employee turnover and to suggest remedial measures to control the same. The scope of the study is limited to The Singing Tree by Nirvana Hotels in Vagator Goa only.

LIMITATION OF THE STUDY

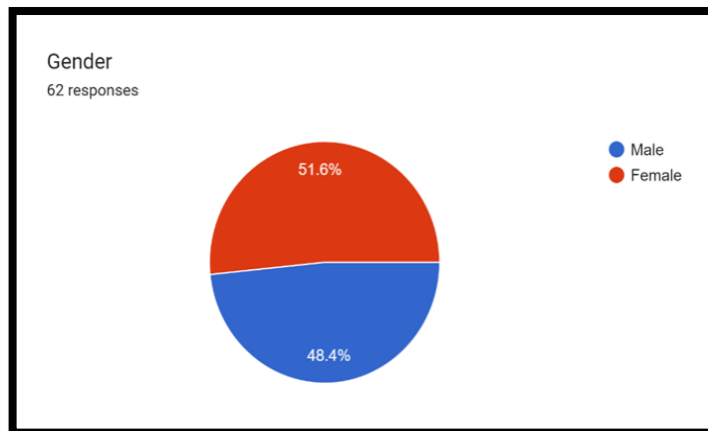
A limitation of the study investigating employee behaviour to understand the main factors that influence employee loyalty at the workplace is the potential for response bias. Since the data collection relies heavily on self-reported measures through surveys or interviews, there is a possibility that participants may provide socially desirable responses or inaccurately represent their true sentiments. This can lead to a skewed understanding of employee behaviour and may compromise the validity and reliability of the study's findings. Additionally, the study may not capture the full breadth of factors influencing employee loyalty, as certain underlying motivations or perceptions may remain unexplored or undisclosed by participants. The study's scope is limited to the context of The Singing Tree hotel by Nirvana group Goa and may not be generalizable to other hospitality settings. The number of employees in the hotel was another restriction on the study, and the outcomes would have been different if the other hotels in the region had been included.

CHAPTER 4: DATA ANALYSIS

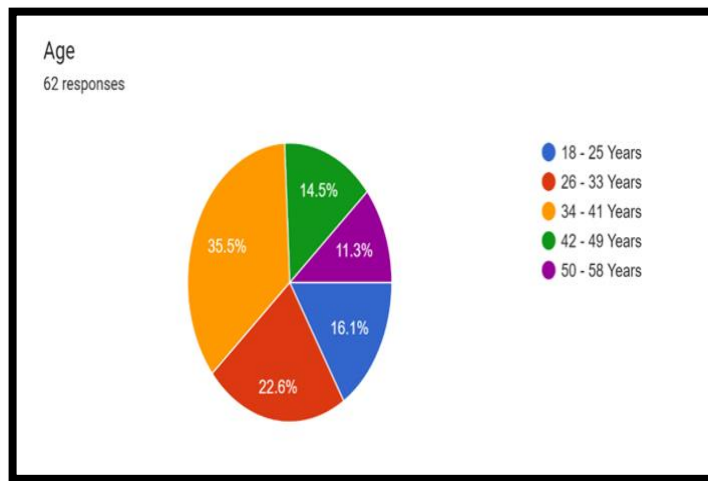
DATA ANALYSIS OF DEMOGRAPHIC PROFILE OF EMPLOYEES AND RESEARCH QUESTIONS

1. DEMOGRAPHIC PROFILE

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	30	48.4	48.4
	Female	32	51.6	100.0
	Total	62	100.0	



Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	10	16.1	16.1
	26-33 years	14	22.6	38.7
	34-41 years	22	35.5	74.2
	42-49 years	9	14.5	88.7
	50-58 years	7	11.3	100.0
	Total	62	100.0	



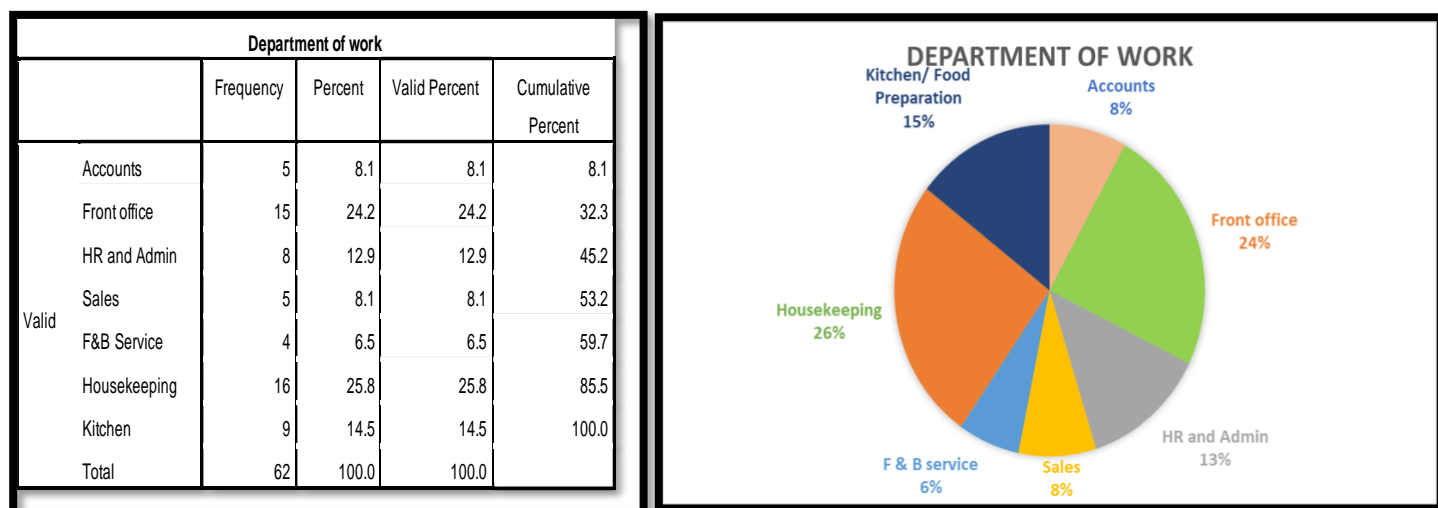
INTERPRETATION OF ABOVE TABLE AND PIE CHARTS

The survey on the research topic Investigating employee behaviour to understand the main factors that influence employee loyalty at the workplace was answered by 62 respondents of different age groups male and female employees from various departments across the Singing Tree hotel by Nirvana groups. The frequency tables and pie charts show the data of all 62 respondents who answered the survey. Out of the 62 respondents, 51.6% were male employees that is 32 employees

are male and 30 were female employees that is 48.4% of the total respondents who answered the survey.

The majority of employees at Singing Tree are between the age category of 34 – 41 Years which 35.5% of the total respondents. 14 employees are between the age group of 26 – 33 Years, 10 employees are between 18 – 25 years and 9 employees are in the age category of 42 – 49 years and 7 loyal employees of Singing Tree who are near to the age of getting retirement are between the age category of 50 – 58 years. All these employees belong to the 7 departments of the hotel which are Accounts, front office, HR and admin, sales, F&B service, housekeeping and kitchen/Food preparation.

2. DEPARTMENT OF WORK



INTERPRETATION

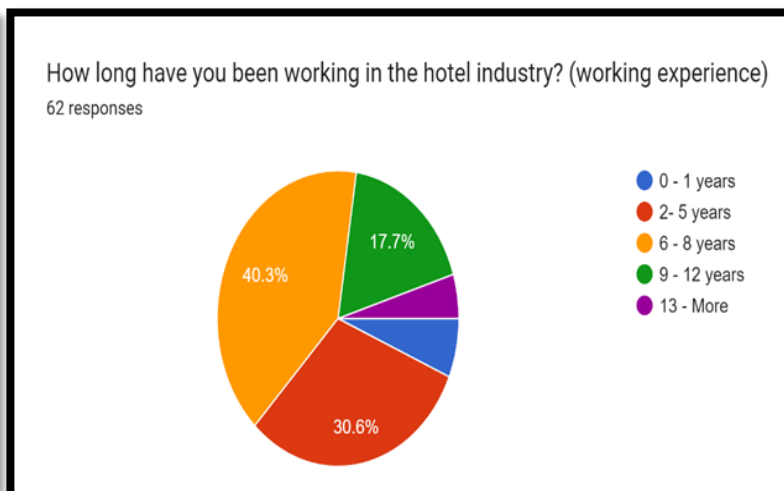
The above data shows the distribution of employees across different departments at The Singing Tree hotel provides valuable insights into the organizational structure and workforce allocation within the establishment. The department with the highest number of employees is Housekeeping, constituting 26% of the total workforce. The Front Office department, comprising 24% of employees that is 15 employees, that signifies a strong focus on customer service and guest interactions. The Human Resources and Administration department, though smaller in comparison to Housekeeping and Front Office, plays a crucial role in managing employee relations, recruitment, and administrative functions and has 8 employees constituting to 13% of the

workforce. The Sales and Accounts department has 8% of the workforce that is 5 employees in each department.

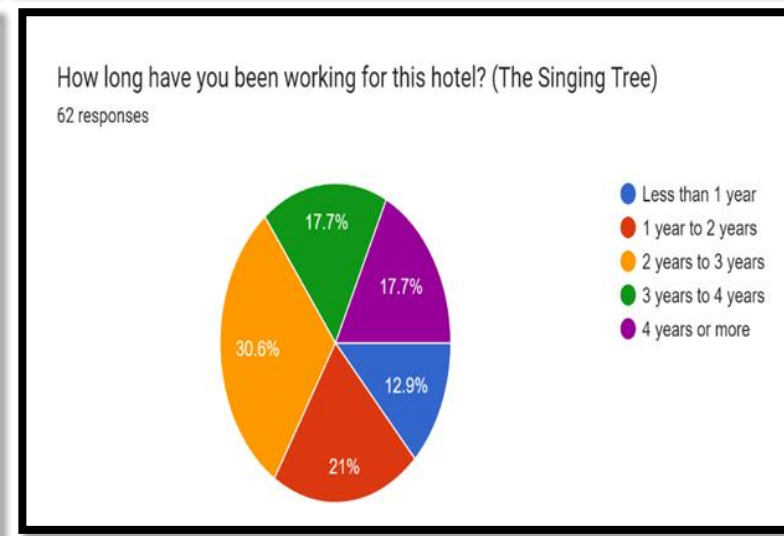
Additionally, the Kitchen department contributes 15%, that is 9 individuals and 4 employees in F&B service department to play vital roles in enhancing the dining experience and managing customer relations, respectively. The distribution highlights the hotel's emphasis on operational efficiency, guest services, and employee management across various departments.

3. Hotel Industry Work Experience and Length of Employment at The Singing Tree Hotel

Work experience in the hotel industry				
	Frequency	Percent	Valid Percent	Cumulative Percent
0-1 years	4	6.5	6.5	6.5
2-5 years	19	30.6	30.6	37.1
6-8 years	25	40.3	40.3	77.4
9-12 years	11	17.7	17.7	95.2
13 and more	3	4.8	4.8	100.0
Total	62	100.0	100.0	



How long have you been working for The Singing Tree hotel?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 year	8	12.9	12.9	12.9
1 year to 2 years	13	21.0	21.0	33.9
2 years to 3 years	19	30.6	30.6	64.5
3-4 years	11	17.7	17.7	82.3
4 and more years	11	17.7	17.7	100.0
Total	62	100.0	100.0	



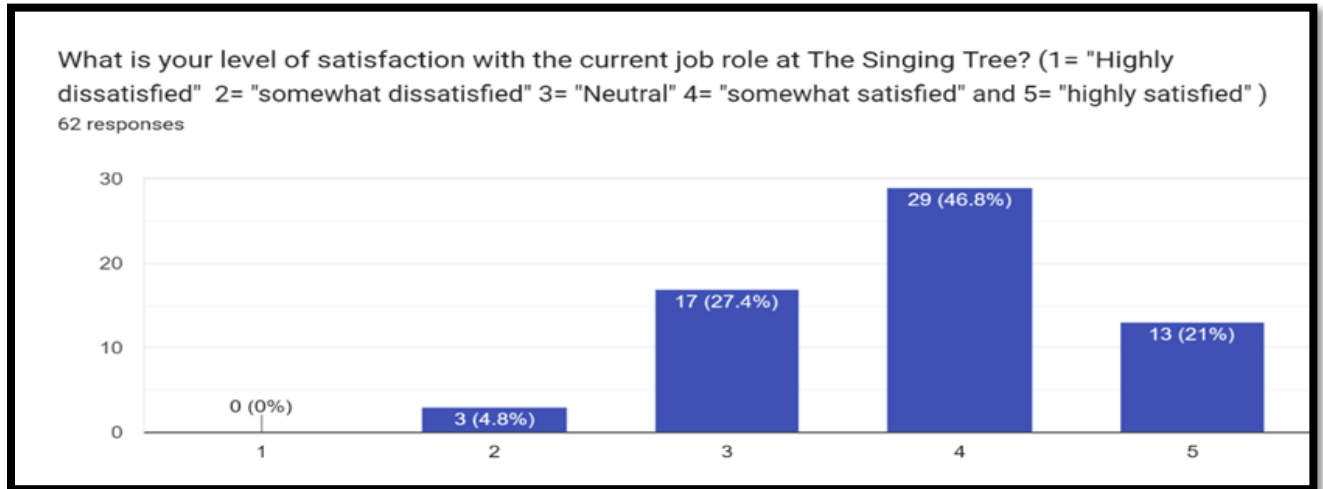
INTERPRETATION

This hotel industry information presents the frequency distribution of working experience for a group of individuals. The table shows the count and percentage of individuals who have completed each level of experience in years. The majority of employees working at the hotel has an experience of 6 – 8 years in the hotel industry that is 25 employees, comprising 40.3% of the workforce. This suggests a significant portion of experienced staff members contributing to the hotel's operations. 30.6% has 2 – 5 years of experience that is 19 employees, 17.7% has 9 – 12 years of experience which is 11 employees of the total respondents, 4 employees are recent joiners to the industry with an experience of less than 1 year and only 3 employees have more than 13 years of working experience in hotel industry.

The data reveals that the highest proportion of employees 30.6% have been working at The Singing Tree hotel for 2-3 years. This indicates a relatively stable workforce with a significant number of employees having spent a few years at the hotel.

The frequency distribution of work experience at Singing Tree for a group of individuals shows the four categories of job tenure mentioned in the table that is Less than 1 year, 1-2 years, 2-3 years, 3-4 years, and 4 years or more. Out of the total of 62 respondents 19 individuals have 2-3 years of job experience that is 30.6% of individuals, 13 individuals have 1-2 years of job tenure that is 21%, 11 employees have 3-4 years of job experience that is 17.7%, 11 employees have 4 Or more years of job experience that is 17.7%, and 8 employees have less than 1 year experience that is 12.9% of the Singing Tree employees.

4. Satisfaction level with the current job role

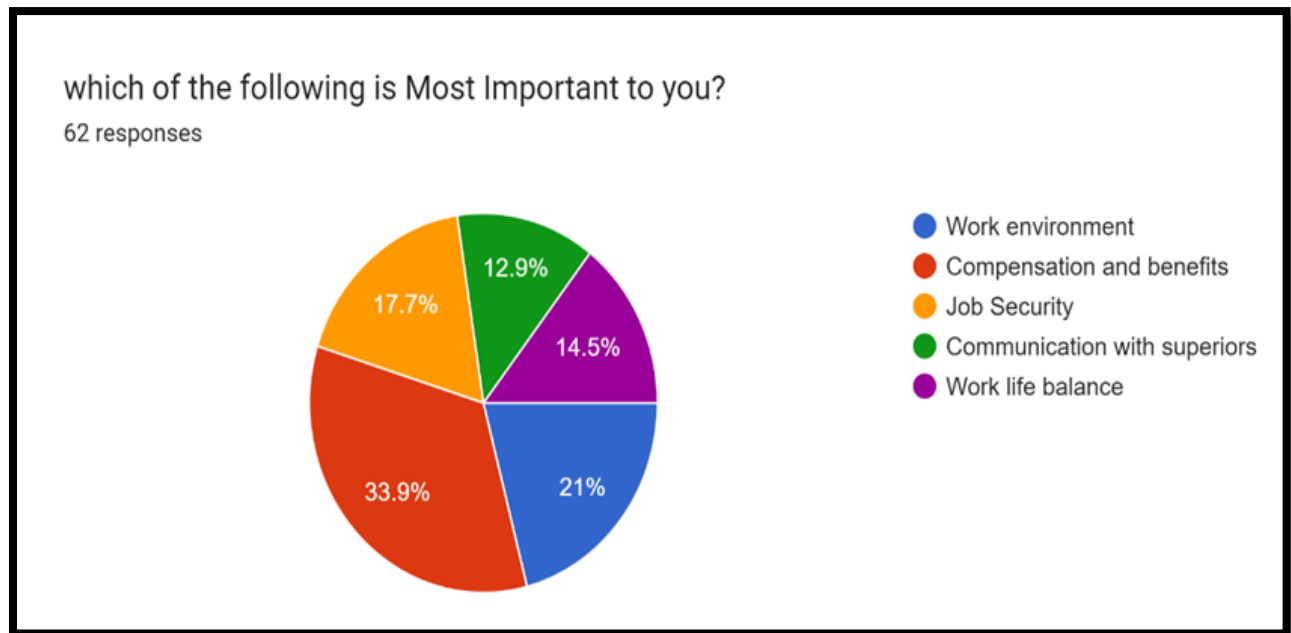


INTERPRETATION

On the basis of data collected to know the level of satisfaction with the current job role in the hotel of a group of 62 individuals. The above bar graph shows the count and percentage of satisfaction level who belong to each level. The categories of satisfaction level mentioned in the bar graph include 1= highly dissatisfied, 2 = somewhat dissatisfied, 3= neutral, 4= somewhat satisfied and 5= highly satisfied with the present job role in the hotel.

The above bar graph shows that no employees have rated 1 to the satisfaction level. The majority of 29 employees are satisfied with the existing job role that is 46.8% of total employees. 17 employees are neutral to the satisfaction level, 4.8% employees have rated 2 as their current job level satisfaction which shows that these employees are dissatisfied with the job role and 13 employees which is 21% of the respondents are highly satisfied with their existing job role.

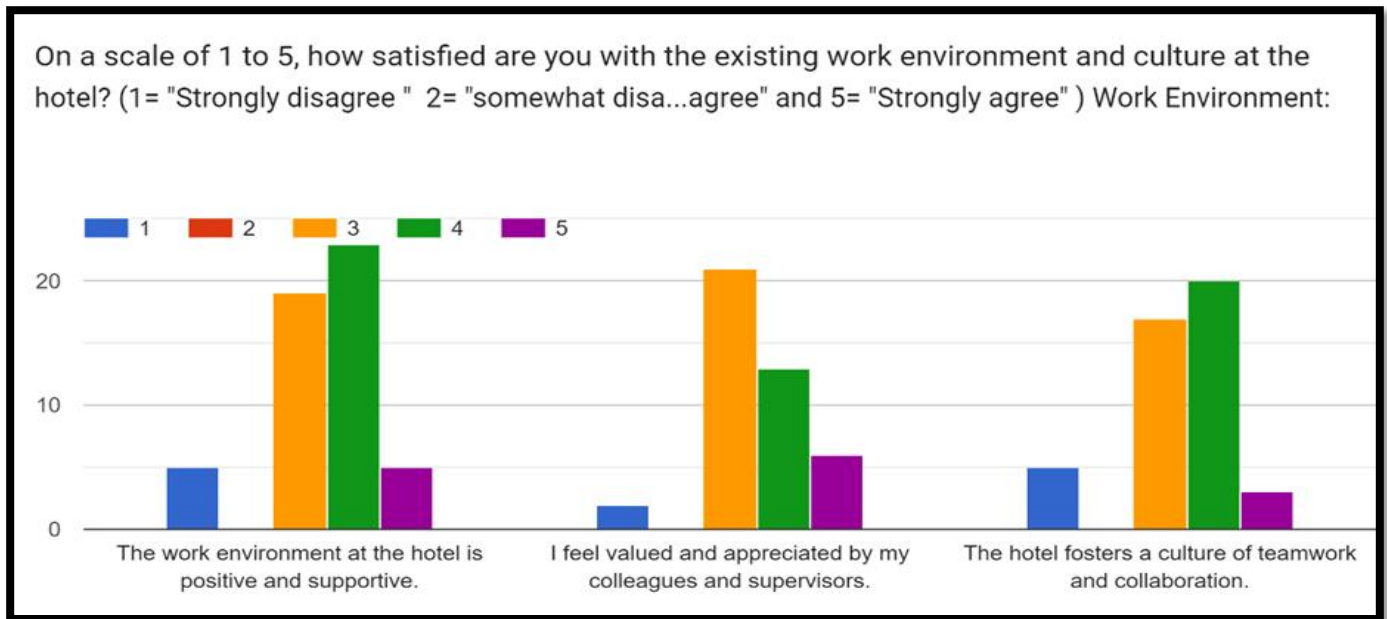
5. Most Important factor



INTERPRETATION

According to the above data provided in the pie chart when asked which of the following factor is most important to you, the majority of 33.9% individuals that is 21 employees said compensation and benefits as the most important factor. As per the data the housekeeping staff is not satisfied with their salaries. An employee strength of 21% prioritized work environment as one of the most important factors in maintaining employee loyalty at workplace which is 13 employees. 17.7% of respondents said job security specially the ones who had recently joined the hotel. 14.5% that is 9 employees voted for work life balance and 8 number of respondents choose communication with the superiors.

6. Work Environment



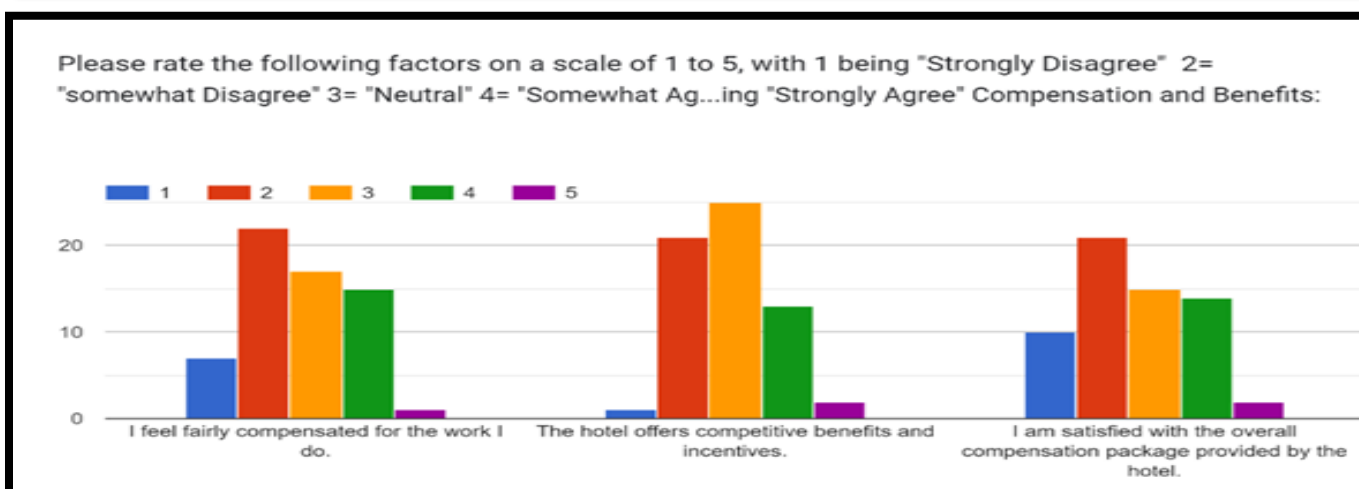
INTERPRETATION

According to the above data when employees were asked about their satisfaction with the existing work environment and culture at the hotel a majority of 23 respondents agree with the first statement said that the work environment is positive and supportive and agree with the statement of, the work environment at the hotel is positive and supportive towards employees. While 5 employees strongly disagree to the statement.

The second statement states that I feel valued and appreciated at the workplace and a majority of 21 employees are neutral and agree with the statement while very few strongly disagree with the statement. The third statement states that the hotel fosters a culture of teamwork and collaboration, a majority of 20 employees are agreeing to the statement, followed by the neutral rating while only 5 employees strongly disagree with the statement.

Overall, the satisfaction level with the work environment and culture in the hotel is good as most employees have rated it neutral and better in terms of working.

7. Compensation and Benefits



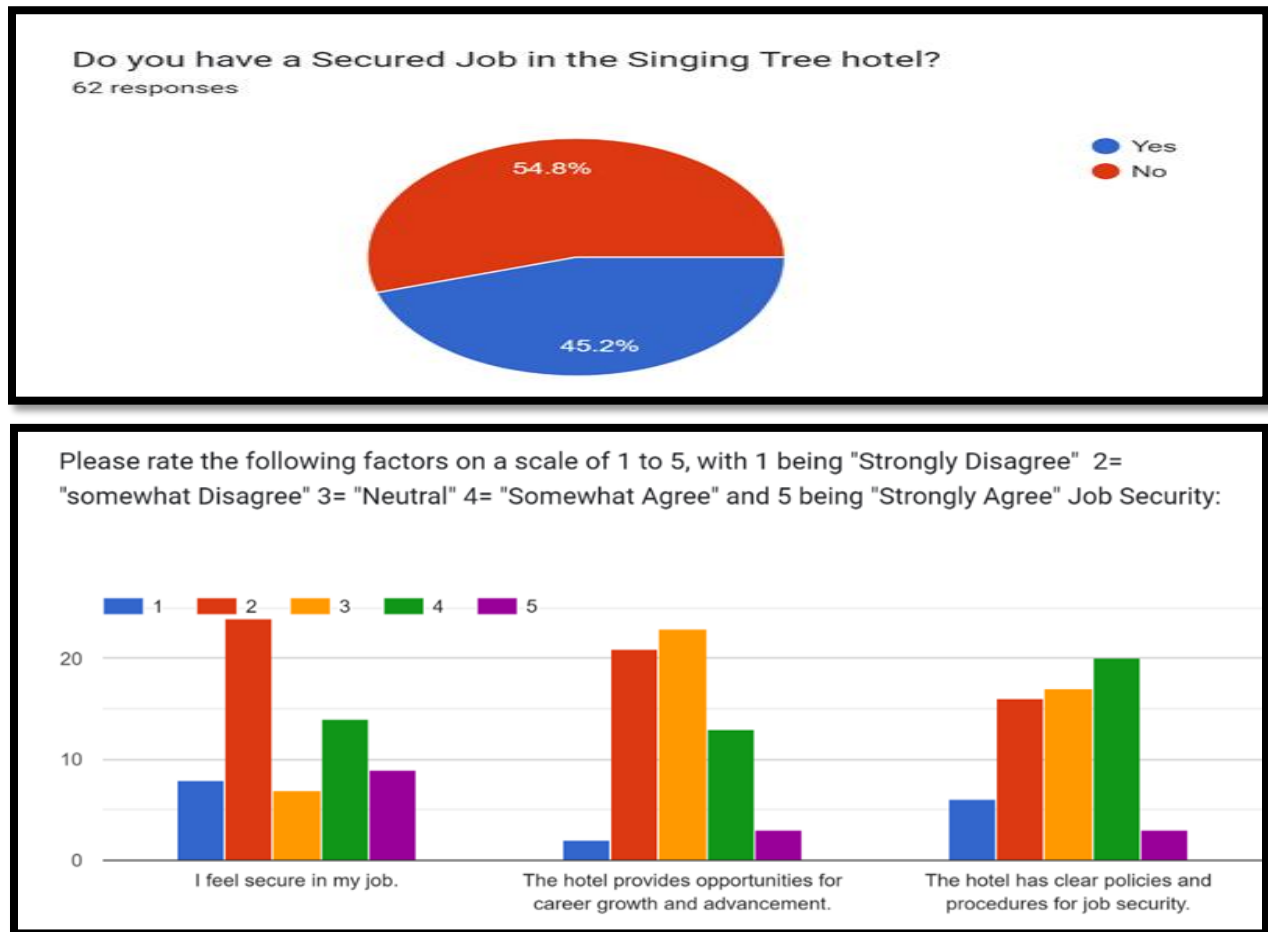
INTERPRETATION

Based on the above data when employees were asked about; are you likely to consider leaving the hotel within a year due to issues related to salary and benefits then a majority of 87.1% of employees answered no, that is about 54 employees of the hotel while a 12.9% of respondents answered yes. The chances of 8 employees leaving the hotel within a year are high due to issues regarding salaries and compensation.

The above data shows the rating from 1 to 5 for compensation and benefits management in the hotel. When asked in the first statement regarding if fairly compensated for the work they do, most of the employees disagreed to the statement as they feel that they are not being fairly while there were some employees who were neutral and somewhat agreeing with the statement. In the second

statement when asked about if the hotel offers competitive benefits and incentives, a majority of employees were neutral to the statement while again 21 employees disagreed to the statement and 13 employees somewhat agreed to the statement. In the third statement majority that is 21 employees disagreed that they are satisfied with the overall compensation package provided by the hotel. 15 employees were neutral to the statement while 14 somewhat agreed to the statement and only 2 strongly agreed.

8. Job security



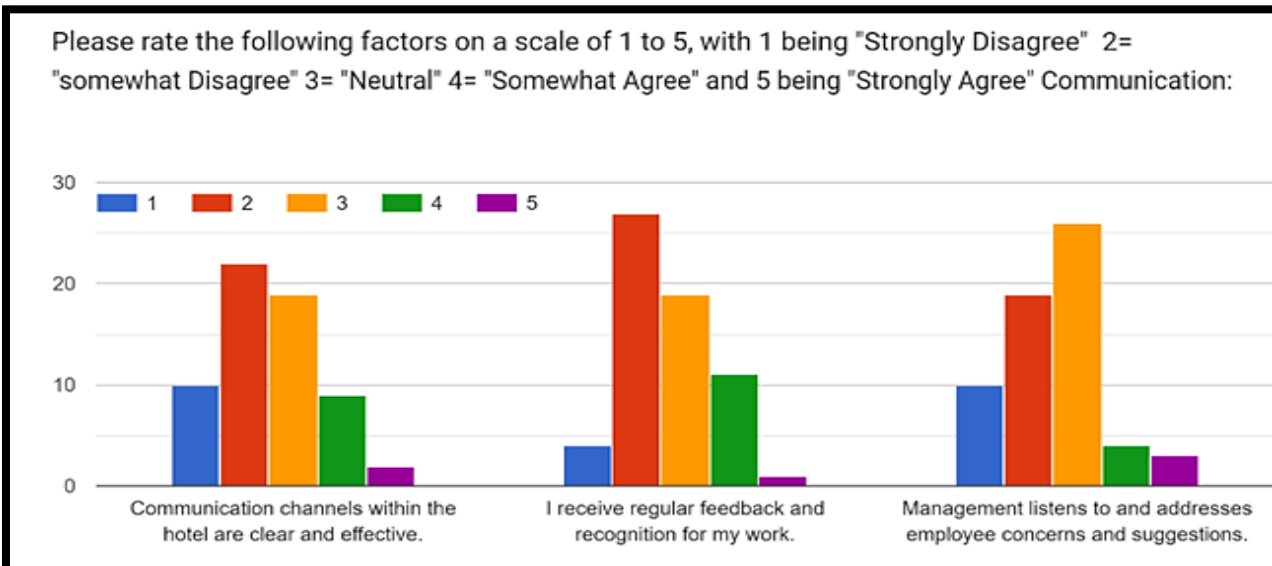
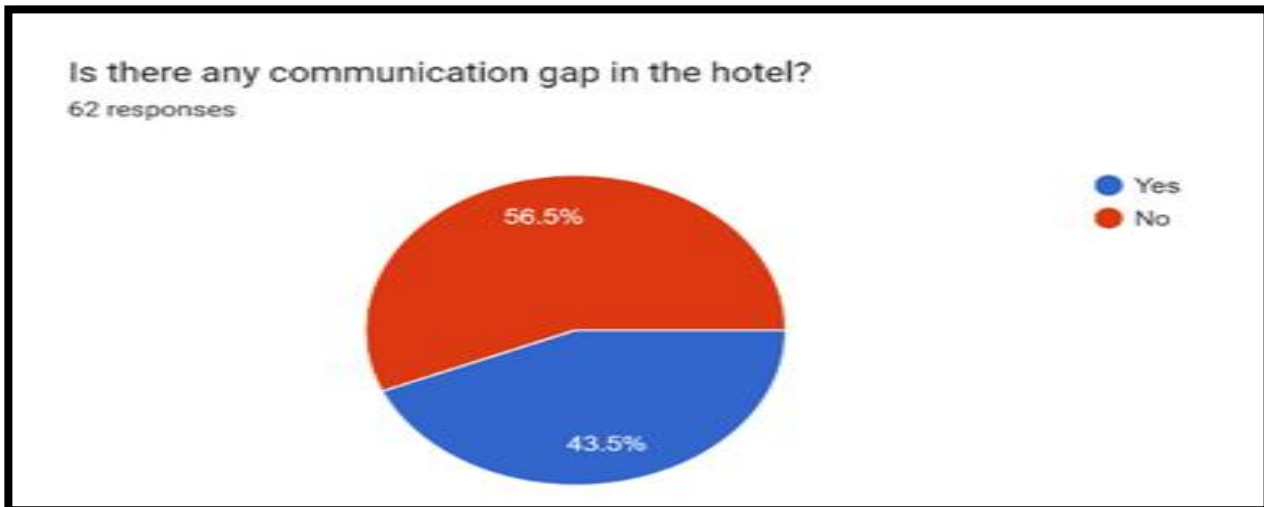
INTERPRETATION

On the basis of above data given in the pie chart and bar graph it is observed that a majority of 54.8% of employees are not having a secured job in the hotel while 45.2% of the employees are having a secured job in the Singing Tree hotel. Out of the total 62 respondents only 28 employees are having job security.

When asked to rate the above factors of job security on 1 to 5, a majority of employees somewhat disagree with the statements given in the above graph. In the first statement when the employees were asked about if they feel secured in their job a large number of employees disagreed to the statement while only few having job security agreed.

In the second statement when asked about the hotel providing opportunities for career growth and advancements there was a minor difference with people neutral to the statement and people disagreeing. In the third statement when asked about the hotel having clear policies and procedures for job security majority gave 4 rating which means agreeing to the statement followed by neutral and somewhat disagreeing with the statement. Overall employees disagreeing with the statement are more than the one's agreeing with the statements.

9. Communication with superiors



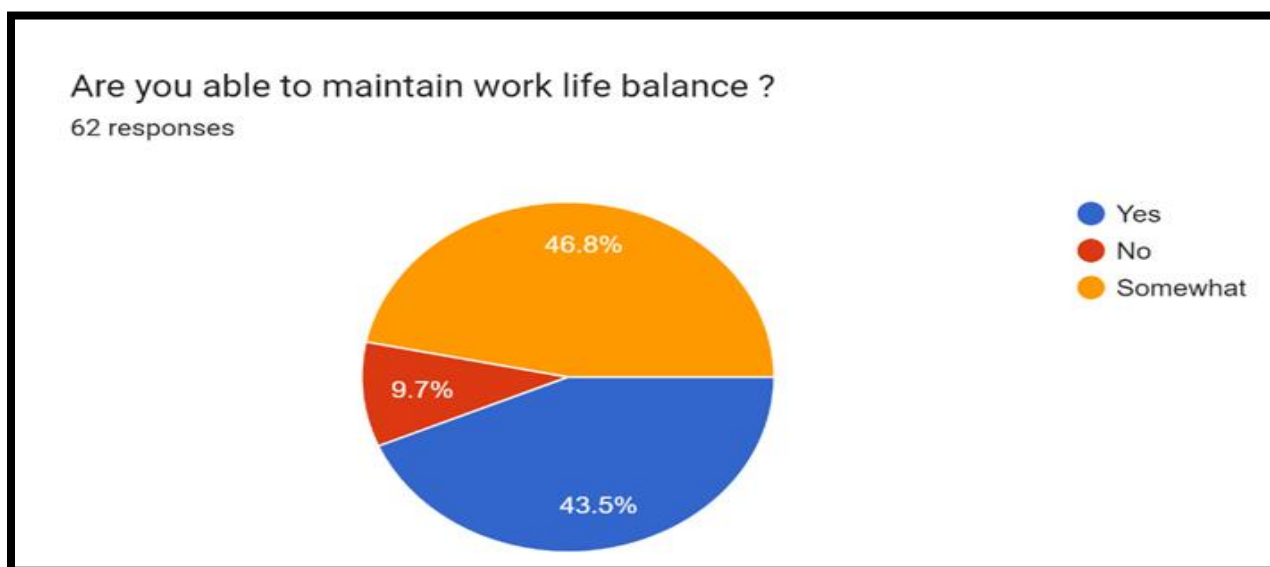
INTERPRETATION

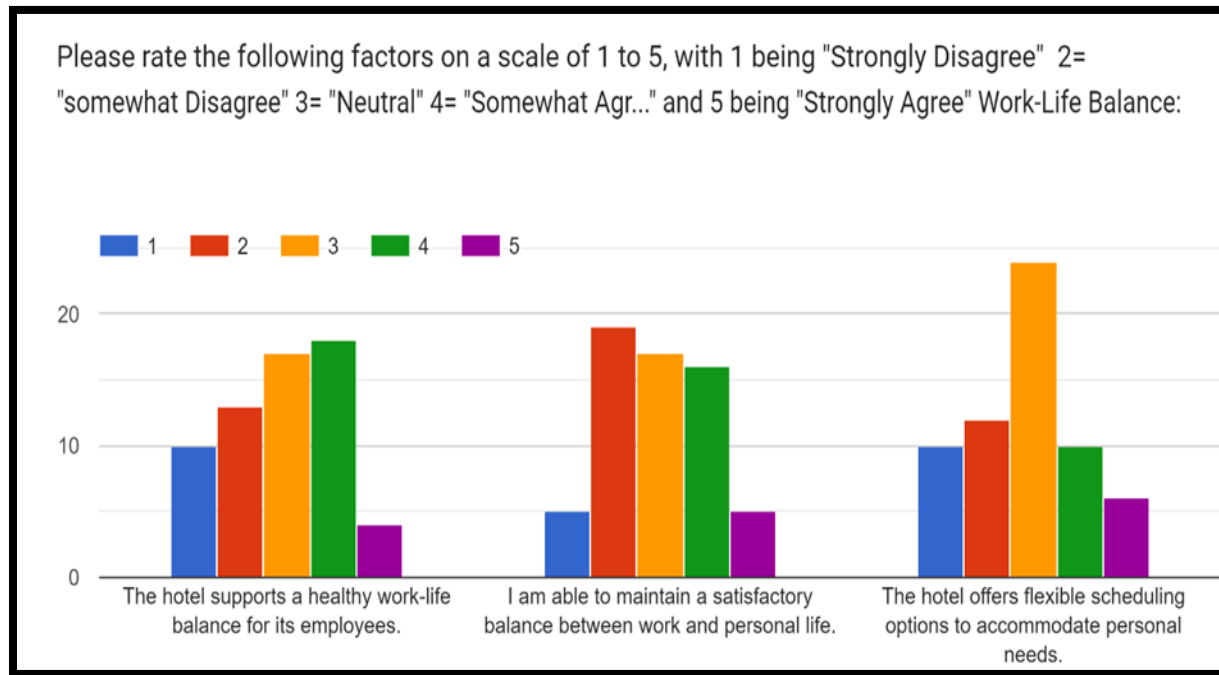
The survey results indicate that a significant majority of hotel employees, approximately 56.5%, perceive there to be a communication gap within the hotel. This suggests that the existing system needs improvement in internal communication processes to ensure effective information flow and collaboration among staff members. However, it is also observed that 43.5% of respondents did not perceive a communication gap, indicating that there might be existing communication mechanisms that are working well for a portion of the workforce.

According to the above bar graph when asked employees to rate the communication gap in the hotel, in the first statement regarding having clear and effective channel for communication, majority employees disagreed to the statement followed by neutral employees and then 10 employees strongly disagreed to the statement.

In the second statement most of the employees disagreed to the statement of receiving feedback and recognition for the work done, as presently there is no such system of employee recognition for their good work in the hotel. 19 employees were neutral to the statement. In the third statement 26 employees were neutral with the statement of management listens to addresses employees concerns and suggestions, while 19 somewhat disagreed and 10 strongly disagreed to this statement while the rest 7 employees agreed with the statement.

10. Work life balance





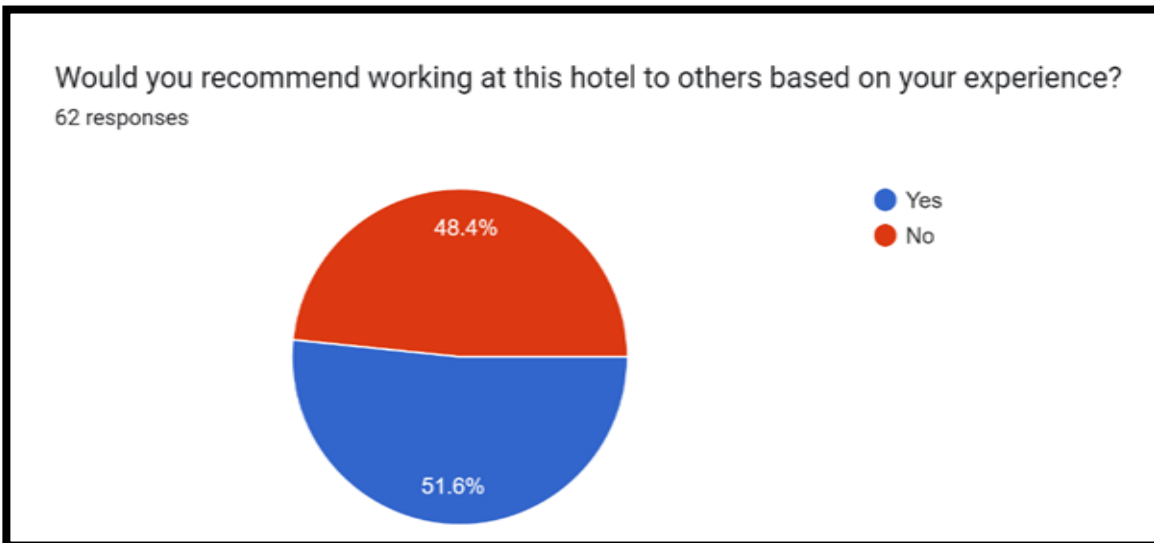
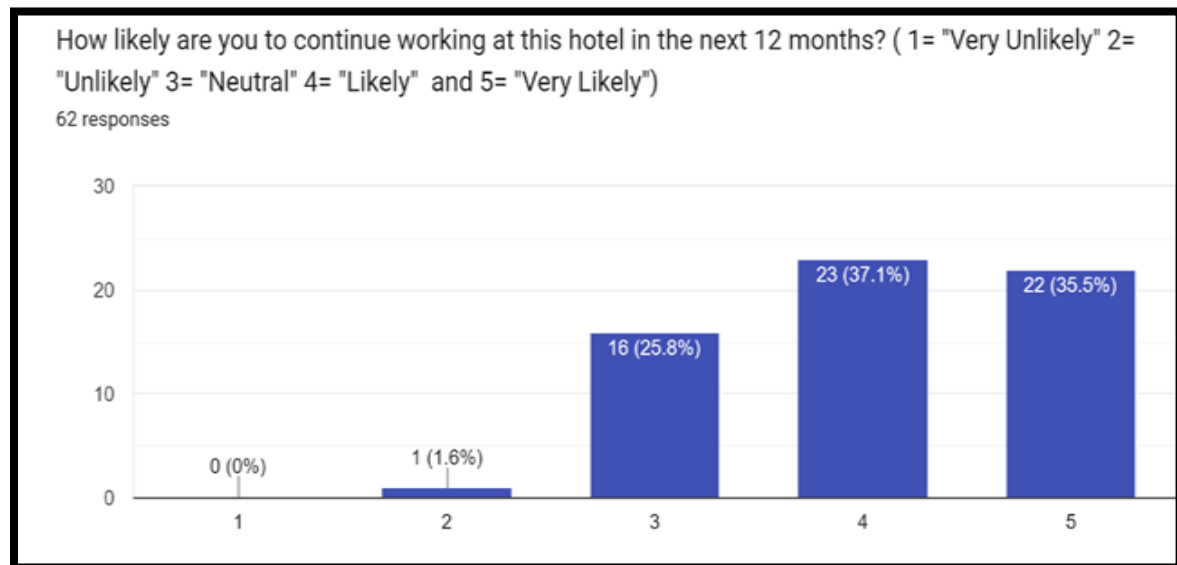
INTERPRETATION

The survey results indicates that majority of 46.8% that is 29 employees at the hotel Singing Tree are somewhat able to maintain a work life balance followed by 43.5% that is 27 employees saying yes that they are able to maintain a work life balance while 9.7% that is 6 employees are not able to maintain proper work life balance.

On the basis of above data when asked to rate the factors from 1 to 5 for work life balance in the first statement about the hotel supports a healthy work life balance most of the employees supported the statement while some employees disagreed. In the second statement about if the employees are able to maintain a satisfactory balance between work and personal life a majority of employees that is 19 disagreed to this followed by 17 employees neutral to the statement and 16 employees agreeing.

In the third statement regarding the hotel offering flexible working hours to its employees majority of 24 employees were neutral to the statement followed by 12 employees disagreeing and 10 strongly disagreeing while the other 10 employees agreeing with the statement and 5 employees strongly agreeing to this.

11. Employee loyalty



INTERPRETATION

According to the survey when employees were asked how likely are they to continue at this hotel for the next 12 months, a majority of 45 employees gave the rating 4 and 5 signifying very likely to stay in the hotel for the next 12 months. 16 employees that is 25.8% of employees were neutral and only one employee gave 2 rating signifying high chances of leaving early.

The above pie chart shows if the employees will recommend working at the hotel to others based on their experience and a majority of 51.6% of the employees said yes showing their loyalty

towards the hotel, while the rest employees that is 48.4% employees said no showing their dislike for the hotel.

DATA ANALYSIS USING RELIABILITY TEST

SCALE: RELIABILITY

Reliability Statistics	
Cronbach's Alpha	N of Items
.853	29

INTERPRETATION

I have used cronbach's alpha to run the reliability test of my questionnaire. This output shows the reliability analysis for a scale consisting of 29 items. The Cronbach's Alpha value is more than 0.6 that is .853 which indicates that the scale has high internal consistency and that the 29 items are measuring the same underlying construct and the data of the research is reliable.

The data suggests that the scale used demonstrates a high level of reliability, with a Cronbach's Alpha coefficient of 0.853. This indicates that the items in the scale are internally consistent, meaning they measure the same underlying construct reliably. With a Cronbach's Alpha above 0.7, which suggests that the scale items are dependable for assessing whatever construct they are intended to measure.

The factors considered include work environment, compensation and benefits, job security, communication with superiors, and work-life balance. The reliability analysis conducted, with a Cronbach's Alpha indicates that the items measuring these factors collectively exhibit a good level of internal consistency. This suggests that your scale items, which represent aspects of work

environment, compensation, job security, communication, and work-life balance, are reliable in assessing employee perceptions in these areas.

Therefore, the findings imply that the factors investigated like work environment, compensation and benefits, job security, communication with superiors, and work-life balance are likely influential in shaping employee loyalty in the workplace, and the scale developed to measure these factors is robust for further analysis and interpretation.

DATA ANALYSIS USING CORRELATION MATRIX

Correlations											
		Gender	Age	Department of work	How long have you been working for The Singing Tree hotel?	Employee loyalty	work environment	compensation and benefits	job security	communication with superiors	Work-Life Balance
Gender	Pearson Correlation	1	.045	-.050	.075	.075	-.052	.026	.003	-.001	-.065
	Sig. (2-tailed)		.727	.701	.564	.564	.689	.842	.980	.994	.614
	N	62	62	62	62	62	62	62	62	62	62
Age	Pearson Correlation	.045	1	.274	.570**	.570**	.156	.062	.244	-.081	-.060
	Sig. (2-tailed)	.727		.031	.000	.000	.227	.634	.056	.534	.644
	N	62	62	62	62	62	62	62	62	62	62
Department of work	Pearson Correlation	-.050	.274	1	.095	.095	.081	-.101	-.143	-.202	-.099
	Sig. (2-tailed)	.701	.031		.461	.461	.533	.435	.266	.116	.443
	N	62	62	62	62	62	62	62	62	62	62
How long have you been working for The Singing Tree hotel?	Pearson Correlation	.075	.570**	.095	1	1.000**	.014	.041	.298	.011	.037
	Sig. (2-tailed)	.564	.000	.461		.000	.915	.754	.019	.934	.774
	N	62	62	62	62	62	62	62	62	62	62
Employee loyalty	Pearson Correlation	.075	.570**	.095	1.000**	1	.014	.041	.298	.011	.037
	Sig. (2-tailed)	.564	.000	.461	.000		.915	.754	.019	.934	.774
	N	62	62	62	62	62	62	62	62	62	62
work environment	Pearson Correlation	-.052	.156	.081	.014	.014	1	.555**	.439**	.385**	.481**
	Sig. (2-tailed)	.689	.227	.533	.915	.915		.000	.000	.002	.000
	N	62	62	62	62	62	62	62	62	62	62
compensation and benefits	Pearson Correlation	.026	.062	-.101	.041	.041	.555**	1	.756**	.717**	.730**
	Sig. (2-tailed)	.842	.634	.435	.754	.754	.000		.000	.000	.000
	N	62	62	62	62	62	62	62	62	62	62
job security	Pearson Correlation	.003	.244	-.143	.298	.298	.439**	.756**	1	.703**	.768**
	Sig. (2-tailed)	.980	.056	.266	.019	.019	.000	.000		.000	.000
	N	62	62	62	62	62	62	62	62	62	62
communication with superiors	Pearson Correlation	-.001	-.081	-.202	.011	.011	.385**	.717**	.703**	1	.848**
	Sig. (2-tailed)	.994	.534	.116	.934	.934	.002	.000	.000		.000
	N	62	62	62	62	62	62	62	62	62	62
Work-Life Balance	Pearson Correlation	-.065	-.060	-.099	.037	.037	.481**	.730**	.768**	.848**	1
	Sig. (2-tailed)	.614	.644	.443	.774	.774	.000	.000	.000	.000	
	N	62	62	62	62	62	62	62	62	62	62

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

In summary, the analysis suggests that factors such as department of work, compensation, job security, and work-life balance significantly influence employee perceptions and loyalty. However, gender and age do not show a significant correlation in this dataset.

The above correlation analysis table contains Pearson Correlation coefficients and their significance levels (p-values) between various factors. The Gender and Age has the Pearson Correlation coefficient of approximately 0.045. The p-value associated with this correlation is 0.727, which is greater than the common significance level of 0.05. Therefore, we do not have sufficient evidence to conclude a significant correlation between gender and age. The Pearson Correlation coefficient between the department of work and tenure at the hotel is approximately 0.274, the p-value associated with this correlation is 0.031, indicates a significant positive correlation. Employees in different departments may have varying lengths of tenure at the hotel. The Pearson Correlation coefficient between employee loyalty and work environment is approximately 0.156. The p-value associated with this correlation is 0.227, which is greater than 0.05. Therefore, we do not have sufficient evidence to conclude a significant correlation between employee loyalty and work environment. The Pearson Correlation coefficient between compensation and benefits is approximately 0.555 and the p-value associated with this correlation is less than 0.0005, indicates a highly significant positive correlation. Employees who receive better compensation and benefits tend to have higher loyalty. The Pearson Correlation coefficient between job security and communication with supervisors is approximately 0.756 and the p-value associated with this correlation is less than 0.0005, indicating a highly significant positive correlation. Employees who feel secure in their jobs tend to have better communication with supervisors. The Pearson Correlation coefficient between work-life balance and communication with supervisors is approximately 0.848 and the p-value associated with this correlation is less than 0.0005, indicating a highly significant positive correlation. Employees who have better work-life balance tend to have improved communication with supervisors.

In summary, the analysis suggests that factors such as department of work, compensation, job security, and work-life balance significantly influence employee perceptions and loyalty. However, gender and age do not show a significant correlation in this dataset.

DATA ANALYSIS USING REGRESSION TEST**Regression (Employee loyalty dependent)**

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.006	.524		5.735	.000
	work environment	-.009	.173	-.007	-.051	.959
	compensation and benefits	-.351	.266	-.279	-1.318	.193
	job security	.788	.201	.808	3.913	.000
	communication with superiors	-.153	.290	-.124	-.529	.599
	Work-Life Balance	-.291	.278	-.271	-1.049	.299

a. Dependent Variable: Employee loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.467 ^a	.218	.148	1.180

a. Predictors: (Constant), Work-Life Balance, work environment, compensation and benefits, job security, communication with superiors

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.754	5	4.351	3.124	.015 ^b
	Residual	77.988	56	1.393		
	Total	99.742	61			

a. Dependent Variable: Employee loyalty

b. Predictors: (Constant), Work-Life Balance, work environment, compensation and benefits, job security, communication with superiors

INTERPRETATION

The above output represents a multiple regression analysis where the dependent variable is Employee loyalty and the predictors are Work-Life Balance, Work Environment, Compensation

and Benefits, Job Security, and Communication with Superiors at The Singing Tree revealed several findings.

The model, as indicated by an R Square value of 0.218, explains approximately 21.8% of the variance in employee loyalty, suggesting a moderate predictive capacity. However, when examining the individual predictors' significance, it becomes evident that only one predictor, job security, emerges as statistically significant ($p = 0.000$). The adjusted R-squared value (0.148) indicates that approximately 14.8% of the variability in employee loyalty can be explained by the predictors in the model.

The regression model aims to understand the relationship between the dependent variable (Employee loyalty) and several predictor variables, including Work-Life Balance, work environment, compensation and benefits, job security, and communication with superiors. The overall regression model is statistically significant ($p\text{-value} = 0.015$). This means that at least one of the predictor variables has an impact on employee loyalty. The coefficient for job security is 0.788 ($p < 0.001$). This indicates that higher job security is associated with increased employee loyalty. Employees who feel secure in their jobs tend to be more loyal. Work Environment, Compensation and Benefits, and Communication with Superiors, these predictors do not significantly impact employee loyalty. Their coefficients are not statistically significant ($p > 0.05$). The coefficient for work-life balance is -0.291 ($p = 0.299$). Although not statistically significant, it suggests that employees with better work-life balance may have slightly lower loyalty.

Overall the Organizations should prioritize job security to enhance employee loyalty. While other factors (work environment, compensation, communication, and work-life balance) are not significant in this model, they may still play a role in real-world scenarios.

CHAPTER 5: TASK HANDLED, LEARNINGS AND CHALLENGES

TASK HANDLED

During my internship at the Singing Tree hotel, I was responsible for a variety of tasks related to human resources in the HR department. The duration of my internship was from February 1st 2024 to April 12th 2024, Monday to Saturday, I dedicated myself to this role from 9 am to 5.30 pm.

During my tenure of 2 months as an intern at the Singing Tree hotel, I undertook a multitude of responsibilities aimed at enhancing organizational efficiency and fostering a conducive work environment. These duties encompassed a diverse range of tasks, including but not limited to updating employee databases to ensure accuracy and timeliness, screening resumes to identify top talent and proficiently scheduling interviews to streamline the hiring process, creating job advertisement posts for the available vacancy to attract prospective candidates, handled the bank account opening procedures for new joiners to facilitate seamless integration, and also assisted with HR-related reports and employee queries.

The tasks that I handled gave me hands on experience regarding the recruitment and selection process in practical experience and learned basics of PF & ESI formalities as I was assignment to fill forms and collect all the necessary documents required. I also filled few employee police verification forms of the new joiners in the hotel. During my internship at Singing Tree hotel, my tasks in resume screening and recruitment and selection directly correlated with the coursework I studied in my HR classes. The strategies learned then were used now in the selection process of candidates.

LEARNINGS

My internship at the Singing Tree hotel provided invaluable learning experiences. I enhanced my skills in database management through updating employee records, gained experience in recruitment processes by screening resumes, scheduling interviews, and creating job advertisements. Overall, this internship equipped me with practical insights and skills essential for a career in human resources management. Below are the learning derived from your internship at the Singing Tree hotel:

- **Practical Application of HR Concepts:** The internship provided hands-on experience that reinforced theoretical knowledge gained in HR classes, especially in recruitment and selection processes.
- **Database Management Skills:** 1. Learned to efficiently update employee databases, ensuring accuracy and relevance of information.
- **Recruitment Skills:** Enhanced abilities in screening resumes, scheduling interviews, and crafting job advertisements, contributing to effective recruitment processes.
- **Banking Procedures:** Gained understanding of banking procedures by assisting new hires with account openings, facilitating a smooth onboarding process. Handling bank account opening procedures for new joiners emphasized the importance of attention to detail in ensuring seamless integration of new employees into the organization.
- **Problem-Solving and Adaptability:** Faced with diverse tasks, the internship cultivated problem-solving skills and adaptability in handling various HR responsibilities. Strengthened skills in addressing employee inquiries, fostering better communication and support within the organization.
- **Effective Communication and Collaboration:** Assisting with HR reports and handling employee queries improved communication skills and the ability to collaborate within a team environment.

CHALLENGES

During my internship at The Singing Tree Hotel, I encountered several challenges that tested my adaptability and problem-solving skills. One of the main challenges was to collect responses for my research as it required a lot of convincing that their names won't be disclosed to anyone in any form. Furthermore, learning to effectively communicate and collaborate with colleagues from diverse backgrounds presented its own set of challenges, requiring patience, flexibility, and a willingness to learn and adapt. Despite these challenges, my internship experience at The Singing Tree Hotel provided valuable opportunities for growth and development, allowing me to overcome obstacles and emerge as a more confident and capable.

CHAPTER 6: FINDINGS, RECOMMENDATIONS AND CONCLUSION

FINDINGS

- **Employee Loyalty**

Employee loyalty is influenced by various factors within the workplace. Job security emerges as a significant predictor of loyalty. Employees who feel secure in their jobs tend to exhibit higher loyalty.

Predictor Variables

- **Work Environment**

While not statistically significant, a positive work environment contributes positively to employee loyalty. A majority of respondents supported to having a strong positive work environment in the hotel.

- **Compensation and Benefits**

This factor does not significantly impact loyalty in the current model. Though this factor doesn't have a direct relationship with the employee loyalty the housekeeping department raised issues with their salaries.

- **Communication with Superiors**

No significant relationship was found between communication with supervisors and employee loyalty. As per the data majority of the employees suggested the existing system of communication should be improved as many employees mentioned that in the survey.

- **Work-Life Balance**

Although not statistically significant, better work-life balance may slightly affect loyalty. Majority of employees (46.8%) at The Singing Tree hotel reported being somewhat able to maintain a work-life balance. Some employees expressed challenges in maintaining a satisfactory balance between work and personal life.

- **Job security**

There is a significant relationship between job security and employee loyalty at the hotel the singing tree. Presently a majority of employees are not having a secured job in the hotel as a result employees think of leaving the hotel. Organizations should prioritize job security measures to enhance employee loyalty. Must consider improving work environment and work-life balance, even though their effects were not significant in this study.

RECOMMENDATIONS

The Singing Tree hotel functions extremely well in its day-to-day functioning. Employers as well as employees give their 100% towards the hotel and strive to achieve its goal. However, as I was interned for a period of 2 months, I would like to give a few of my recommendations to the company.

Firstly, introducing a grievance management system at the hotel will help the hotel to rebuild its employee's loyalty. As when I surveyed the employees of The Singing Tree hotel regarding any specific initiatives or changes, they think will improve the loyalty amongst employees, many respondents said that addressing employee's issues will help to certain extend in retaining good employees within the hotel. As they think that there is a communication gap in the hotel which needs to addressed by the management. Having a good internal communication will reduce the gap as presently there is no system of communication with the superiors. My suggestion to the hotel is to have one suggestion box in the hotel for employees wherein they can drop their letters explaining their problems as sometimes the employees are scared to directly tell their issues to the concerned in charge.

Secondly there must be a weekly meet held with each department to understand their grievances at workplace. Some employees from housekeeping department mentioned that they want respect and appreciation for their work as presently they are having some issues with the way they are being treated at the work.

It is also observed that the people with more experience in the hotel are more likely to stay loyal to the hotel then the younger employees. My two suggestions to the hotel management are;

1. Introduction of a grievance management system

when I asked the employees of The Singing Tree hotel about any specific initiatives or changes, they think will improve the loyalty amongst employees, many respondents said that addressing employee's issues will help to certain extend in retaining good employees within the hotel. As presently there is no such system. My suggestion to the hotel is to have one suggestion box in the

hotel for employees wherein they can drop their letters explaining their problems as sometimes the employees are scared to directly tell their issues to the concerned in charge.

2. Open forum and weekly meetings

As per the suggestions given by employees, it is noted that employees feel there is a communication gap between them and superiors which needs to be addressed by the management. Having a good internal communication will reduce the gap as presently there is no system of communication with the superiors. My recommendation to the hotel is to have weekly or twice a month meeting with the employees to understand their concerns and also give them appreciation/feedback for their work. As some employees from housekeeping department mentioned that they want respect and appreciation for their work as presently they are having some issues with the way they are being treated at the workplace.

CONCLUSION

The research study conducted at The Singing Tree hotel by Nirvana Hotels has provided valuable insights into employee behaviour, loyalty, and factors influencing turnover within the organization. Through a mixed-methods approach combining quantitative data from surveys and qualitative information from personal interviews, the study has offered a comprehensive understanding of employee perspectives at the hotel.

Key findings highlighted the importance of factors such as work-life balance, work environment, and compensation and benefits in shaping employee loyalty and satisfaction. The research identified challenges faced by employees in maintaining a healthy work-life balance and emphasized the significance of a supportive organizational culture characterized by trust, openness, and collaboration.

During my research I tried to provide a resolution to all the issues employees are facing in the hotel and thinking of leaving it. The study's outcomes underscore the need for targeted retention strategies that address specific factors contributing to turnover within the hotel. By focusing on enhancing employee satisfaction and loyalty, organizations can create a more engaging work environment and improve overall retention practices.

In conclusion, the research study at The Singing Tree hotel serves as a valuable resource for organizations in the hospitality sector and beyond, offering actionable recommendations for

improving employee loyalty, satisfaction, and retention. By addressing the identified research gaps and leveraging the study's findings, organizations can foster a positive workplace culture and enhance employee engagement and loyalty at the workplace.

ANNEXURE 1: QUESTIONNAIRE

Questionnaire

Dear Respondents,

I am an MBA student pursuing Human Resource Specialization from Goa Business School.

The purpose of this survey is to collect data for my research on "Investigating employee behavior to understand the main factors that influence employee loyalty at the workplace "

I assure you that the data collected will be used for academic purpose only and will be kept confidential.

Thank you

* Indicates required question

1. Gender *

Mark only one oval.

☐ Male

☐ Female

☐ Other: _____

2. Age *

Mark only one oval.

☐ 18 - 25 Years

☐ 26 - 33 Years

☐ 34 - 41 Years

☐ 42 - 49 Years

☐ 50 - 58 Years

3. Department of work *

Mark only one oval.

☐ Accounts

☐ Front office

☐ HR and Admin

☐ Sales

☐ F & B service

☐ Housekeeping

☐ Kitchen/ Food Preparation

4. How long have you been working in the hotel industry? (working experience) *

Mark only one oval.

☐ 0 - 1 years

☐ 2- 5 years

☐ 6 - 8 years

☐ 9 - 12 years

☐ 13 - More

5. How long have you been working for this hotel? (The Singing Tree) *

Mark only one oval.

- ☐ Less than 1 year
☐ 1 year to 2 years
☐ 2 years to 3 years
☐ 3 years to 4 years
☐ 4 years or more

6. What is your level of satisfaction with the current job role at The Singing Tree? (1= "Highly dissatisfied" 2= "somewhat dissatisfied" 3= "Neutral" 4= "somewhat satisfied" and 5= "highly satisfied") *

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Research questions

7. which of the following is Most Important to you? *

Mark only one oval.

- ☐ Work environment
☐ Compensation and benefits
☐ Job Security
☐ Communication with superiors
☐ Work life balance

8. On a scale of 1 to 5, how satisfied are you with the existing work environment and culture at the hotel? (1= "Strongly disagree " 2= "somewhat disagree" 3= "Neutral" 4= "somewhat agree" and 5= "Strongly agree") *
- Work Environment:

Mark only one oval per row.

	1	2	3	4	5
The work environment at the hotel is positive and supportive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel valued and appreciated by my colleagues and supervisors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The hotel fosters a culture of teamwork and collaboration.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Are you likely to consider leaving the hotel within a year due to issues related to salary and benefits? *

Mark only one oval.

- ☐ Yes
☐ No

10. Please rate the following factors on a scale of 1 to 5, with 1 being "Strongly Disagree" 2= "somewhat Disagree" 3= "Neutral" 4= "Somewhat Agree" and 5 being "Strongly Agree" *
- Compensation and Benefits:

Mark only one oval per row.

	1	2	3	4	5
I feel fairly compensated for the work I do.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The hotel offers competitive benefits and incentives.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am satisfied with the overall compensation package provided by the hotel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Do you have a Secured Job in the Singing Tree hotel? *

Mark only one oval.

- ☐ Yes
☐ No

12. Please rate the following factors on a scale of 1 to 5, with 1 being "Strongly Disagree" 2= "somewhat Disagree" 3= "Neutral" 4= "Somewhat Agree" and 5 being "Strongly Agree" *

Job Security:

Mark only one oval per row.

	1	2	3	4	5
I feel secure in my job.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The hotel provides opportunities for career growth and advancement.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The hotel has clear policies and procedures for job security.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Is there any communication gap in the hotel? *

Mark only one oval.

- ☐ Yes
☐ No

14. Please rate the following factors on a scale of 1 to 5, with 1 being "Strongly Disagree" 2= "somewhat Disagree" 3= "Neutral" 4= "Somewhat Agree" and 5 being "Strongly Agree" *

Communication:

Mark only one oval per row.

	1	2	3	4	5
Communication channels within the hotel are clear and effective.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I receive regular feedback and recognition for my work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Management listens to and addresses employee concerns and suggestions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. Are you able to maintain work life balance ? *

Mark only one oval.

- ☐ Yes
☐ No
☐ Somewhat

16. Please rate the following factors on a scale of 1 to 5, with 1 being "Strongly Disagree" 2= "somewhat Disagree" 3= "Neutral" 4= "Somewhat Agree" and 5 being "Strongly Agree" *
- Work-Life Balance:

Mark only one oval per row.

	1	2	3	4	5
The hotel supports a healthy work-life balance for its employees.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to maintain a satisfactory balance between work and personal life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The hotel offers flexible scheduling options to accommodate personal needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. How satisfied are you with the opportunities for career advancement and growth within the hotel? (1= Highly Unsatisfied, 2= Somewhat Unsatisfied, 3= Neutral, 4= Somewhat Satisfied and 5= Highly Satisfied) *

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. How likely are you to continue working at this hotel in the next 12 months? *
- (1= "Very Unlikely" 2= "Unlikely" 3= "Neutral" 4= "Likely" and 5= "Very Likely")

Mark only one oval.

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Would you recommend working at this hotel to others based on your experience? *

Mark only one oval.

☐ Yes

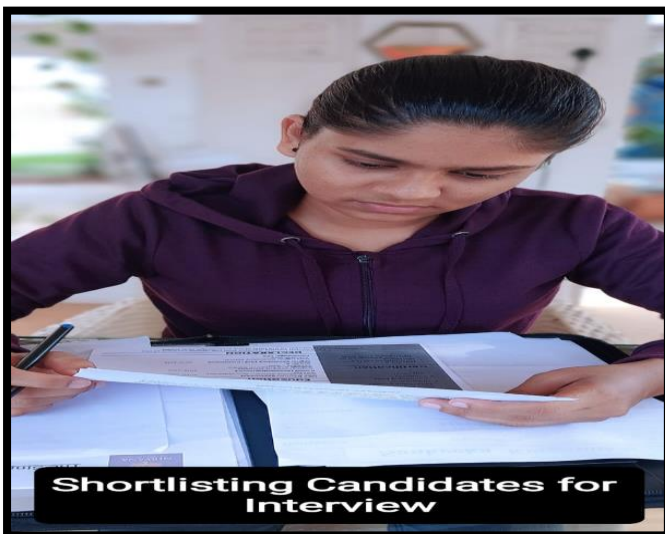
☐ No

20. What specific initiatives or changes do you think would improve employee loyalty at the hotel?

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Google Forms

APPENDIX I: PHOTOS OF ME AT WORK



REFERENCE

Hotel Website: <http://singing-tree-by-nirvana.hotelsgoaonline.com/en/>

Goa Tourism website: <https://goatourism.gov.in/>

[https://management30.com/blog/employee-](https://management30.com/blog/employee-loyalty/#:~:text=Employee%20loyalty%20goes%20beyond%20mere,actively%20promote%20the%20company's%20interests)

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