ABSTRACT

This research study explores the relationship between job satisfaction and organizational commitment of people in the hospitality industry; two essential elements in making its members committed to their employment at a workplace. By employing case study method to conduct this research, the project seeks insights about what can influence employees’ determination to continue working for their current organizations from 82 employees of The Landmark, Office Complex and Serviced Apartments managed by Peninsula Properties and 120 employees of Kim Do Royal City Hotel in Ho Chi Minh City, Vietnam.

Through questionnaire survey, the project arrived at some specific evidence for the applicable improvement so that these two properties can be utilized for their human resource management. This research attempted to open windows to a better understanding of how to increase employees’ job satisfaction in order to enhance their organizational commitment.

The results shown that among all of the variables in job satisfaction, working attitudes remained the sole factor that had a strong relationship with affective organizational commitment. Since all of the job satisfaction variables—including esteem and worthiness, superior’s leadership, value, security and basic needs, working attitudes, as well as social needs—will have a significant influence on an employee’s behaviour towards his or her organizations, it is necessary for employers to give a remarkable effort to enrich these aspects, which at the same time can reduce the turnover intention among employees and enhance the organizational commitment level.

Key words: Job satisfaction, organizational commitment, hospitality industry, hotel, serviced apartment, employee