SOCIALLY RESPONSIBLE HUMAN RESOURCE PRACTICES AND EMPLOYEES' INTENTION TO QUIT: THE MEDIATING ROLE OF JOB SATISFACTION: SPECIAL REFERENCE TO HOTELS IN PASIKUDAH

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ABSTRACT

This study investigates the relationship between socially responsible HR practices and employee's intention to quit, and the mediating effect of job satisfaction on selected hotels in Pasikudah. This study was implemented with of three dimensions of Socially Responsible Human Resource Management (SR-HRM), namely Legal Compliance Human Resource Management (LCHRM), Employee-Oriented Human Resource Management (EOHRM) and General Corporate Social Responsibility Facilitation Human Resource Management (GFHRM). And employees' intention to quit is as the dependent variable. Job satisfaction functioned as a mediator between the two variables. This study eliminates the empirical knowledge gap in the Pasikudah area regarding this topic.

Using a structured questionnaire the data were collected from 200 employees of six selected hotels in Pasikudah. And the collected data were analyzed by using descriptive statistics, correlation, regression and mediating analyses.

The findings reveal that the socially responsible HR practices and job satisfaction are in high level among the respondents of hotels and employees' intention to quit is in low level among the respondents. The analyses stated the negative relationship between the socially responsible HR practices and employees' intention to quit, the strong positive relationship between the socially responsible HR practices and job satisfaction and the strong negative relationship between employees' intention to quit and job satisfaction. Job satisfaction has been found to cast a partial mediating effect on the relationship between socially responsible HR practices and employees' intention to quit. This study favours the prospects of a participative and democratic mode of relationship between employees, organizations, and the society through adoption of socially responsible human resource management.

Keywords: ***Socially responsible HR practices, Employees' intention to quit, Job satisfaction***

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