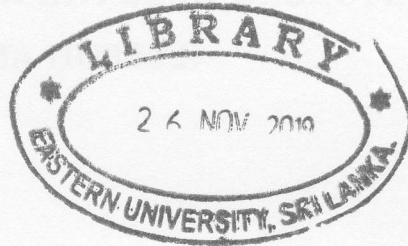


**THE IMPACT OF WORKPLACE ETHICS ON EMPLOYEE
LOYALTY IN HOTEL INDUSTRY:
SPECIAL REFERENCE TO EMPLOYEE OF SELECTED FIVE
PASIKUDHA HOTELS**



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ABSTRACT

This study investigates the relationship between workplace ethics and employee loyalty among selected hotels in Pasikudah. This study was implemented with four dimensions of independent variable of workplace ethics, namely respect of employee, conducive environment, freedom of work, and recognition and employee loyalty which is identified as dependent variable. This study eliminates the empirical knowledge gap in Pasikudah area regarding this topic.

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

The findings reveal that the workplace ethics and employee loyalty are in high level among the respondents of hotels. The analyses stated the positive relationship between the workplace ethics and employee loyalty, this relationship is supported by the workplace ethics dimensions that respect of employee, conducive environment, freedom of work and recognition respectively shows positive relationship with the employee loyalty. The recognition indicate moderate positive correlation and then last three dimensions are shows a strong positive relationship with the employee loyalty. Further regression analysis has concluded that workplace ethics has a significant impact on employee loyalty among the five selected hotels of pasikudha. Moreover, the dimensions of workplace ethics which are respect of employee, conducive environment, freedom of work and recognition has also impacted significantly on employee loyalty.

Keywords: *workplace ethics, employee loyalty, respect of employee, conducive environment, freedom of work, recognition*

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