

Analysis of Hotel Employee Retention Base on Demographic Characteristic During COVID-19 Pandemic in Indonesia

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Abstract

To date Employee Turnover is at an all-time high whilst and employee retention within the hospitality industry is at an all-time low during the COVID-19 Pandemic which has created certain problems within the industry. Indonesia's employee turnover rate is rising whilst employee retention within Indonesia is lowering. The purpose of this study is to analyse the retention rate of hotel employees during the COVID-19 pandemic, based on the characteristics of respondents of this demographic which is: hotel star rating, position, department, gender, age, education, years of work experience, total length of work, working experience as a supervisor or manager. This research is a quantitative research with a descriptive approach. Data collection method is conducted through online survey using questionnaire. Stratified random sampling is used for obtaining data and the Bartlett categorical data formula is used to determine the amount of data. Data collected is analysed by SPSS for validity, reliability, descriptive analysis and cross tabulation. The findings of this study show that characteristic attributes employees of 5-star hotels, managerial position, front office department, male gender, age 26-35 years, bachelor's education, work 2 years, total work over 10 years, and work experience 2-5 years as supervisor or manager have high retention rates. This study provides empirical evidence that employee with the attributes mentioned above, are those who survive and will stay in the company even during the COVID-19 pandemic.

Keyword: Demographic, Turnover, Retention, COVID-19

Biographies

Munawaroh, is currently a doctoral student from Bina Nusantara university, Indonesia. She is also working as a lecturer in the faculty of business and communication, concentrated in hotel and tourism management at Swiss German university. She is a guest lecturer at International Management Institute (IMI) Luzern Switzerland, Having her master degree in Management. Together with her colleagues, she wrote various scientific articles that have been published in reputable international journals such as: International Journal of Innovation Creativity and Change, International Journal of Advanced Trends in Computer Science and Engineering, and Heliyon Journal, the field she writes on are quite diverse, from human resources, marketing to education.

Edi Abdurachman, is a Professor of Statistics who was inaugurated at Bina Nusantara university in 2009. He earned a doctorate degree in Statistics in 1986 and a Master of Science (M.Sc.) in Statistics Surveying in 1983 from Iowa State University, Ames, USA; He has a long experience as a statistical consultant and has participated in many statistical trainings at both national and international levels. He is often invited as a speaker in International Conferences and various other seminars, such as the International Seminar on Statistics and Data Utilization for Agricultural Policies in Myanmar and Economics Modeling for Agricultural Sector: The Case of Predicting Some Agricultural Strategic Commodities; The Office of Agricultural Economic (OAE) and the JICA ASEAD Project in Bangkok, Thailand. He has published extensively in the field of statistics, management and computer science. He is also a member of the American Statistical Association, International Association of Engineers (IAENG), IEEE, APTIKOM and an honorary member of the MU SIMA RHO Society Statistical Honor.

Mohammad Hamsal is an Associate Professor in the Doctor of Research in Management (DRM) Bina Nusantara university. He obtained a doctorate degree from the University of Indonesia in 2006 in the field of Management with

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Yosef Dedy Pradipto is a Lecturer Specialist at Psychology Department, Faculty of Humanities, Bina Nusantara University. Graduated Philosophy and Educational Sociology, Faculty of Education, Sanata Dharma University Yogyakarta; Baccalaureate Theology and Licentiate in Sacred Theology (L.Th.) in Systematic Theology from the Pontifical Faculty Weda Bhakti, Yogyakarta; Master of Humanities (M.Hum.) In Contextual Theology, Sanata Dharma University, Yogyakarta; Anthropology doctorate (Dr.) from the Indonesia University (2004). Had been Ph.D. student in Applied Cosmic Anthropology at Asian Social Institute, Manila, Philippines (2009-2010). Master of Science in Social Psychology of Health (M.Si.) Atma Jaya Catholic University, Jakarta (2015). Doctor for Industrial/Organizational Psychology at Persada YAI University, Jakarta (2019).