

The impact of HRM practices on the performance of hotels in Gilan province regarding the role of employee and customer's loyalty

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Abstract: Organizational performance is one of the most important factors that any organization looking to improve it, and is trying to identify the factors affecting it and maintain their performance at an appropriate level. Hotels, like other organizations are to follow this agent to strengthen their performance through analysis of internal and external factors. There are many factors that affect the performance of hotels. But in this study, employee loyalty, customer loyalty, customer satisfaction, employee job satisfaction, service quality and human resource practices are mentioned as factors affecting the performance of the hotels. The main objective of this study was to investigate the effect of human resource management on the performance of hotels in Gilan province regarding the role of employee satisfaction and loyalty. Current research is a kind of applied research and as the category in terms of data collection is a descriptive study. The population of this study are all one star to five-star hotels in Gilan province that their number are 60 hotels. As the number of hotels in Gilan province is limited so the census method was used for sampling. Questionnaire was used to collect the data in this study. All data analysis is done through software SPSS and PLS. To test the hypotheses, we have used the confirmatory factor analysis and structural equation modeling with approach of partial least squares. As a result of testing, the hypothesis of the research indicate a significant and positive impact of HRM practices on job satisfaction, customer satisfaction and quality services. In other hypotheses positive and significant impact of job satisfaction on customer satisfaction, employee loyalty and hotel performance is approved. In The next hypothesis a significant and positive impact of customer satisfaction and also a significant and positive impact on customer satisfaction, employee loyalty is approved. In other research hypothesis, also positive and

significant impact of employee loyalty on customer loyalty and performance of hotels and also the impact of customer loyalty on the performance of hotels was confirmed.

Keywords : Keywords: hotel performance, human resource practices, customer satisfaction, employee satisfaction, customer loyalty, employee loyalty, quality of service, Guilan province

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