

**EMPLOYEES' BRAND  
COMMITMENT IN THE SERVICE  
INDUSTRY:  
LUXURY HOTEL CHAINS IN  
MALAYSIA**

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**Employees' brand commitment in  
the service industry:  
luxury hotel chains in Malaysia**

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## **ABSTRACT**

This recent study examines employer branding as a concept for enhancing employees' brand commitment in the luxury hotel chains in Klang Valley, Malaysia. Employer branding is viewed as a holistic process which consists of several dimensions in communicating their employees' attitude and commitment to the organizations and customers.

In this study, research related to the indicators of employees' brand commitment is reviewed to construct a conceptual framework of employer brand. This concept has received limited awareness from past researchers, particularly in the context of luxury hotel chains in the Eastern countries.

For a clearer understanding on the employees' brand commitment in the real service practice of hospitality industry, several dimensions of employer brand involving the employers and employees have been investigated. The whole research is done by gathering respondents from 10 different hotels which represent 5 luxury hotel chains.

The result showed that employer brand and its competitors alongside the employers' characteristics and personalities relate closely with the employees' brand commitment. The study further concluded with suggestions as to how managers should react more efficiently to incorporate employer branding with employees' brand commitment.

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