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Articles

The influence of employer branding in luxury hotels in Thailand and its effect on employee job satisfaction, loyalty, and intention to recommend

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Abstract

Employer branding has been extensively developed by organizations to attract new talent and retain existing employees, making it difficult for competitors to compete with them. This article examines the causal relationships between luxury hotels' branding strategies and employee job satisfaction, loyalty, and intention to recommend. A total of 298 hotel employees in Thailand participated in this study. Results indicate that employer branding, including workplace relationships, remuneration, task significance, and work-life balance positively affect employee job satisfaction. In addition, employee job satisfaction has positive impacts on employee loyalty and intention to recommend.

Keywords:

[Employer branding strategy](#) [employee satisfaction](#) [employee loyalty](#) [intention of recommend](#)