

THE EFFECT OF HUMAN RESOURCES MANAGEMENT PRACTICES ON EMPLOYEES LOYALTY

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Abstract –

A number of studies have examined the relationship between Human Resources Management (HRM) practices and the employees' loyalty to the organization. However, most of these studies have been conducted in the West. Accordingly, the research at hand inquires into the effect of HRM Practices on employees' loyalty to the organization in the Egyptian context and aims to propose a model that helps Egyptian service firms to increase their employees' loyalty through the effective implementation of HRM practices. To achieve the aims of this research, the researchers selected the Egyptian service sector as one of the largest in the region. Data was collected from 160 different employees in a number of organizations in the service industry in Egypt using a structured questionnaire.

Data collected was statistically analyzed using SPSS, where Reliability Analysis (Cronbach alpha) was used for the measures used in the test. Descriptive statistics, Chi-Square, and Correlations were computed in order to test the research hypotheses. analysis. Findings and practical implications were reported, and recommendations could be used by employers in order to increase their employees' loyalty through effective implementation of HRM Practices.

Keywords- *employee loyalty, Human resources practices, job analysis, employee selection, training, job satisfaction, performance appraisal, career planning, compensation*